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THE NATIONAL NEWSPAPER OF MARKETING

Rise Commercial Phony; Unfairly Hits Rivals: FTC

Plaint Hits Carter, SSC&B, Bayles; Carter Calls Ad Basically Fair

WASHINGTON, June 23—The Federal Trade Commission charged today that a tv demonstration for Rise shave cream disparages competing shaving lathers.

The commission's complaint involved Carter Products, New York, which makes Rise, and Sullivan, Stauffer, Colwell & Bayles, agency for the product. It also singled out S. Heagan Bayles, the agency executive in charge of the Rise account.

(Mr. Bayles moved up from vice-chairman to chairman of the agency earlier this month [AA, June 6].)

FTC's chief contention was that the demonstration is unfairly rigged against competitors by pitting Rise against a preparation which isn't really a shaving preparation.

As FTC described it, a typical commercial shows an actor shaving with what is purported to be a competing shave cream "which appears dried out on his face, causing him to wince in discomfort." Next, FTC said, he is shown shaving in apparent comfort with Rise, "which appears to remain moist and creamy."

FTC said there is an implication that competing lathers dry out during a shave, making shaving

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Schenley Moves Roma Wines to DDB from NC&K

Switch Consolidates Brand with Cresta Blanca for 'More Convenience'

NEW YORK, June 24—Schenley Industries has switched advertising for its Roma wines from Norman, Craig & Kummel to Doyle Dane Bernbach Inc., effective Aug. 15.

Norman, Craig will continue to handle advertising for Schenley's Coronet brandy, Samovar vodka, Kintore scotch, Cream of Kentucky whisky and DuBouchett cordials.

In announcing the move, Schenley's ad director, Sidney G. Stricker, said selection of Doyle Dane Bernbach "was prompted by the agency's experience in wine promotion." DDB handles the Cresta Blanca brand for the distiller, as well as several other whisky, rum, gin and liqueur brands.

Another reason for the switch was that Ken Pearson, Roma ad director, also directs advertising for Cresta Blanca. Consolidation of the two wine accounts in the agency will be "more convenient," according to Schenley's announcement. #

REFLECTIVE—*This is one of the most recent photos of Stanley Resor (left), retiring head of JWT, with his successor, Norman Strouse.*

Total Exceeds $4.3 Billion . . .

U.S. Agency Billings Rose 35% from '54 to '58, Census Bureau Reports

Number of Shops Climbed 50%, to 7,720; Outdoor Receipts Hit $218,958,000

WASHINGTON, June 23—The Census Bureau reported today that preliminary tabulations from the 1958 business census show an increase of about 50% in the number of advertising agencies, and an increase of approximately one-third in agency billings.

The number of agencies increased from 5,077 at the time of the 1954 Census of Business to 7,720 in 1958.

Using a receipts figure roughly comparable to gross billings, the census showed receipts of agencies at $4,383,425,000, up $1,138,476,000 from the 1954 figure of $3,244,949,000.

Of the 7,720 agencies canvassed in the 1958 census, only 4,240 had employes. But the 4,240 with employes accounted for $4,346,909,000 of the $4,383,425,000 in agency receipts.

■ Despite the fact that the "no employe" agencies reported a total of only $36,516,000 in billings, their number increased sharply. There were 3,480 "no employe" agencies in 1958 compared with 1,809 of them in 1954, and they represented 1,671 out of the increase of 2,643 in the number of agencies counted in the 1958 census over the 1954 census.

Agency employment was up from 46,046 to 61,327, and payrolls increased more than 50%, from $311,834,000 to $487,345,000. Agencies also provided employment for 6,230 active proprietors of unincorporated businesses, compared with 4,231 reported for 1954.

Breakdowns on agency billings are provided for each state and metropolitan area in a series of 52 preliminary state reports which

(Continued on Page 12)

Shell Shifts $11,000,000 Account to Ogilvy Shop

Switch to Magazines, TV Seen in Move from JWT; Esso Ads Impressed Shell

NEW YORK, June 22—Shell Oil Co. will switch upwards of $11,000,000 of its advertising to Ogilvy, Benson & Mather from J. Walter Thompson Co. on Dec. 1.

Thompson, however, is expected to retain Shell Chemical Corp., a $1,000,000 portion of the Shell business. Kenyon & Eckhardt will go on handling Shell's institutional advertising, involving more than $1,000,000.

Shell's move was something of a surprise—although ADVERTISING AGE published a story (AA, June 20) saying the company was considering a change to Ogilvy, or Benton & Bowles or K&E—since the account has been with the Thompson agency for 31 years. Originally, JWT landed Shell Oil, San Francisco, in 1929. Then it added Shell Petroleum, St. Louis, and Shell Eastern, New York, in turn.

■ Soon after Ogilvy, Benson & Mather was tapped, the agency learned that Standard Oil Co. (New Jersey) was pulling out of the shop because of the conflict. Ogilvy had been named by Standard in August, 1958, to handle its $1,000,000 institutional advertising account. The Ogilvy campaign for Standard, still running in magazines like *Harper's, The New Yorker, Newsweek* and *Saturday Review* and *Time*, has evoked cheers from advertising critics. AA's Creative Man described the ads as "singularly fresh and exhilarating experiences."

Madison Ave. speculation had it that JWT lost the account because it was caught in a crossfire between Shell's top management and the marketing bosses of the client's 17 sales regions. The "marketing bosses' re-orientation" mentioned

(Continued on Page 99)

Strouse Becomes JWT Boss; Resor Sells His Interest

Resor Will Retain Chairmanship, Probably for Remainder of Year

NEW YORK, June 22—Norman B. Strouse, who started with J. Walter Thompson Co. 31 years ago as a space buyer, today became the chief executive officer of the world's biggest agency.

Mr. Strouse, now 53, succeeds Stanley B. Resor, 81, who will continue as board chairman, probably until the agency's next stockholders meeting in January.

The JWT stock held by Mr. and Mrs. Resor (Helen Lansdowne Resor)—including 51% of the agency's voting stock—has been purchased by the JWT profit-sharing trust. Trustees of this trust are likewise members of the agency executive committee and its board of directors. They are Mr. Strouse; Henry C. Flower Jr. and Samuel W. Meek, both of whom continue as vice-chairmen; and Kennett W. Hinks, Howard Kohl, George C.

(Continued on Page 10)

Last Minute News Flashes

Toni Moves Prom, White Rain to Clinton E. Frank

CHICAGO, June 24—Toni Co. division of Gillette Co. has taken the last of its products—Prom permanent and White Rain shampoo—out of Tatham-Laird and assigned them to Clinton E. Frank Inc., which already has a sizable share of Toni business. Prom and White Rain are billing between $1,800,000 and $2,000,000. Both Toni and T-L declined to comment on the "mutual" agreement, which terminated a ten-year relationship.

Zonolite Seeks New Agency to Succeed EWRR

CHICAGO, June 24—Zonolite Co. is seeking an agency to succeed Erwin Wasey, Ruthrauff & Ryan, which has resigned because of a conflict. Zonolite, which bills between $150,000 and $200,000, has visited some eight or nine agencies and may call for formal presentations later. The company markets home insulation products.

Hudnut's Cool Glow Bows Nationally July 1

NEW YORK, June 24—Cool Glow, a mint-type face cream, will be launched nationally July 1 with a reported $1,000,000 campaign by the Richard Hudnut Co. division of Warner-Lambert Pharmaceutical Co., Morris Plains, N. J. Retailing at 79¢ and $1.25, the product has been on test in Charlotte, N. C., Phoenix and Toledo for the past six months and will be Hudnut's major 1960 new product introduction. Lambert & Feasley is the agency.

(Additional News Flashes on Page 91)

Denver Station Draws FCC's 1st Order to Desist

Cease & Desist Order Issuance by Commission Provided in '52 Law

WASHINGTON, June 24—The Federal Communications Commission today filed a cease and desist order against a Denver radio station for broadcasting off-color material, but Chairman Frederick Ford protested that the commission was letting the station off too easy.

It was the first cease and desist order issued against a radio or tv station since the FCC was given power to issue such orders in 1952.

After considering revocation of KIMN's license, the commission arrived at a compromise settlement which cut off all proceedings against the station, but which meted out the cease and desist order.

In his dissenting opinion Chairman Ford said: "I would proceed with the hearing to develop the facts necessary to determine whether the lack of responsibility displayed by the ownership of KIMN in connection with the programs in question was of such a nature as to warrant a revocation of the station's license, rather than

simply the cease and desist order by the commission."

■ The FCC was tipped off to KIMN's activities in September, 1959, when the commission received a tape recording of "offensive remarks and sound effects" aired by station announcers, along with two letters of complaint.

Cecil L. Heftel, owner of KIMN and co-owner of Mile High Stations Inc., acknowledged that the remarks made by his staff were "inexcusable" and in "admittedly poor taste." Mr. Heftel said that he was out of town and that the station was without a program director at the time of the remarks.

The station fired the announcer and indicated it would go along with a cease and desist order if the hearings were terminated.

■ The commission's statement pointed out that the FCC has "afforded licensees the widest possible discretion in determining the form and content of their program material. But we do not believe that the [Communications] Act was ever intended to sanction the broadcast of such remarks... Nor do we believe that a licensee properly cognizant of its obligation to serve the public interest, convenience and necessity would have permitted its facilities to have been used as the vehicle for broadcasting such remarks."

The statement added that the off-color material occurred during teen age record shows, making the remarks "especially deplorable." #

Admen Hammered Fight Audience With Ad Barrage

Pay Viewers Yielded $2,000,000; Bristol-Myers, Fiat Footed Radio Bill

NEW YORK, June 22—Commercials came faster than the punches on ABC Radio's coverage of the Floyd Patterson-Ingemar Johansson championship fight from the Polo Grounds last Monday night.

Listeners, reeling from the load of hard-hitting advertising messages, complained that there seemed to be about two commercials every five minutes during the pre-fight stages of the broadcast. ABC's tabulation of the commercial time on the show indicates it wasn't that bad, but the U. S. cosponsors, Bristol-Myers and Fiat Motor Co., managed to get in six minutes of commercials each during the hectic fight broadcast, which ran about an hour and 10 minutes. The NAB radio code allows a maximum of seven minutes of commercials for an hour show.

■ The sports package cost $250,000, of which each sponsor paid half. The Bristol-Myers order was made by Ogilvy, Benson & Mather; Fiat's was placed by Grant Advertising.

Bristol-Myers also co-sponsored the radio broadcast in Canada, on the English-speaking stations. Imperial Tobacco Co. carried the other half, promoting its Players cigarets. Co-sponsor on the French-speaking stations was Carling Brewing Co. The agency handling the Bristol-Myers buy in Canada was Ronalds Advertising Agency. McKim Advertising placed the Imperial and Carling orders.

Preliminary results of a special 100-city Trendex survey in the U. S. and Canada indicated a record fight radio audience of 50,820,000. This gave ABC a whopping 46.0 rating.

■ The boxing classic did equally

(Continued on Page 91)

PLUSH PRODUCT—*Helene Curtis Industries will support the national introduction of Plush, its new woman's shave cream, with full-color spreads in July issues of Glamour and Vogue, and the August issue of Harper's Bazaar. Business publications may be used later. Plush, which was not market tested, is handled by McCann-Erickson, Chicago.*

Imperial Brass Shifts to Buchen for Closer Contact

CHICAGO, June 23—Imperial Brass Mfg. Co. today switched its advertising and public relations account from Klau-Van Pietersom-Dunlap, Milwaukee, to Buchen Co., Chicago.

Gordon J. Duerr, vp and director of marketing, told ADVERTISING AGE that geography was the principal reason for the move. "We couldn't meet often enough with KVPD, and we felt that it would be more desirable to have a local agency," he said. Imperial Brass talked with two other agencies before picking Buchen, he added.

The account bills more than $150,000, and Buchen will begin billings on Oct. 1. H. I. Orwig has been named account supervisor and Lee Ahlswede and Robert Wallace have been appointed account executives. KVPD had handled the account for the past five years. #

Healy Names Faiella

Healy Advertising Agency, Montclair, N. J., has appointed J. P. (Pat) Faiella account supervisor in charge of the new consumer division. Mr. Faiella was formerly with the *New York Herald Tribune*, Haire Publishing Co., and the *Newark Star-Ledger*.

McGraw-Hill Boosts Holden

McGraw-Hill Publishing Co., New York, has promoted John M. Holden from advertising director of *Business Week* to regional vp and manager of the company's Atlantic sales district in New York, effective Aug. 1. He succeeds George J. Seaman, who retires on that date. Succeeding Mr. Holden on *Business Week* is C. C. Randolph, formerly eastern sales manager. A successor to Mr. Randolph will be announced at a later date.

'Alabama Farmer' to Bow

Southern State Farm Paper Unit, Little Rock, will begin publication of a new monthly state farm magazine, *Alabama Farmer*, on Jan. 1, 1961. The new publication, to be devoted to serving the interests and needs of Alabama, will be edited by crop lines, not merely by state lines, and will be published in two editions. Southern State Farm also publishes *Arkansas Farmer*, *Mississippi Farmer* and *Georgia Farmer*.

Galloway Heads Reynolds

Alexander H. Galloway, formerly exec vp, has been named president of R. J. Reynolds Tobacco Co. He succeeds Francis G. Carter, who died recently (AA, June 20). Mr. Galloway joined Reynolds in 1929 as an accounting department clerk. He later became treasurer and a vp.

National Tea Joins Kimberly-Clark in Premium Campaign

CHICAGO, June 23—National Tea Co. today kicked off a nationwide promotion of six Kimberly-Clark Corp. products—Kleenex tissues, Kleenex table napkins, Kleenex towels, Kotex and Fems sanitary napkins and Delsey bathroom tissue.

The campaign opens today with large-space ads in 95 daily newspapers. National Tea will use 325 newspapers in June and July, and it will also use radio and tv spots on 38 stations in 18 states. The food chain will invest about $96,750 on the promotion, which will be placed by Lilienfeld & Co.

Feature of the promotion will be a four-piece weekend wardrobe for women, which consists of a blouse, skirt, tapered pants and shorts in a desert tan color. Valued at $19.95, the full wardrobe may be obtained by consumers for $10 and one Kimberly-Clark signature from any of the six products featured in the sale.

■ The premium offer will be printed on the backs of 47,000,000 boxes of Kleenex tissues and on 47,000,000 pull-out tabs in boxes of Kleenex tissues which were designed as part of the program.

National Tea this week also announced the purchase of $1,563,345 worth of paper products from Kimberly-Clark, which is believed to be the largest single order of its kind ever placed. #

BBDO Gets $750,000 'LHJ' Account

PHILADELPHIA, June 21—*Ladies' Home Journal* has appointed Batten, Barton, Durstine & Osborn, New York, as agency for its advertising and promotion departments, an account handled until now by Doherty, Clifford, Steers & Shenfield.

This makes BBDO the only agency working for Curtis Publishing Co. It has been the agency for *Journal* circulation promotion since 1948, and handles advertising for *The Saturday Evening Post*, *American Home* and *Holiday*. The *Journal's* ad and promotion departments use trade magazines and newspapers, mainly. Last year, this account involved approximately $750,000. #

Ad Field Needs Self-Examination Badly: Bernstein

HOLLYWOOD, June 21—The advertising business requires no apologies, but it can be made more effective and more efficient, which requires that it be honest, decent and believable, S. R. Bernstein, vp and editorial director of Advertising Publications, told members of the Hollywood Advertising Club yesterday.

Organized efforts to clean up advertising are fine, he said, but real self-regulation cannot be achieved unless individual admen make it their business to watch all advertising and to protest against offensive or misleading material, regardless of whether it specifically affects them or their clients.

Speaking at the club's Advertising Council Day, Mr. Bernstein said "there never has been a time when we in advertising needed self-examination and self-analysis so badly; when a long, hard look at ourselves and our business seemed so important."

Mr. Bernstein asserted our high standard of living is more than a fortunate combination of natural resources, and our willingness and ability to use and distribute the products of these resources "is the result of our ability to create human wants."

He observed that despite its fallacy, "we still are inclined to the notion that if someone builds a better mousetrap, the world will make a beaten path to his door. Yet," he said, "the simple fact is that, almost literally, nothing has ever been bought this way."

■ Today, Mr. Bernstein said, "we can produce anything we want, in any desired quantity, just so long as we want it badly enough. For better or for worse, and whether you or your neighbor like it or not, the one thing that gives life and meaning to our ability to produce is the creation of desires."

"Why," Mr. Bernstein asked, "then, should we, who manufacture orders with our heads, have our vital place in the economic scheme of things questioned by anyone? We should be as proud of our contribution to society as any engineer or chemist or sociologist, and we should let them know it."

■ Despite this essential role of advertising, Mr. Bernstein said, "if anyone in advertising is feeling smug and self-satisfied these days, he must be a very insensitive fellow indeed." Actually, advertising is on the horns of a dilemma, he said. The public, legislators, sociologists, and many educators believe advertising is too powerful, and eats away at independence of thought and action.

On the other hand, the business man who pays for advertising does not believe this. "His problem is that he does not believe advertising is effective enough, that it costs too much, has too little influence on buying habits, and is a kind of necessary evil which he has to put up with because his competitors use it," he said.

The dilemma comes from the fact that when the people who pay for advertising are dissatisfied with its effectiveness and try to make it work harder, these attempts often lead to advertising that becomes increasingly annoying and increasingly subject to criticism, Mr. Bernstein asserted.

■ Mr. Bernstein declared that although most advertising is honest, "we can't afford to have any rotten apples spoiling things for the

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Highlights of This Week's Issue

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Dayton Advertising Club, Dayton Better Business Bureau and the Dayton council of American Assn. of Advertising Agencies adopt a four-point "Truth in Advertising" code ..... Page 14

National Federation of Coffee Growers of Colombia approves a $1,000,000 advertising budget for the next five years to promote Colombian coffee ..... Page 15

Thirteen competing San Francisco radio stations join forces to promote their medium and market ..... Page 22

Associated Counselors Inter-National files a $250,000 suit each against Grey Advertising and Ward Baking Co. ..Page 24

Food & Drug Administration stands pat as Congress considers new lipstick color additives legislation ..... Page 26

Senate committee on interstate and foreign commerce approves the appointment of Robert E. Lee to the Federal Communications Commission, but holds decision on appointment of FTC Chairman Earl Kintner until after the fall elections ..... Page 30

Senate agrees to supply $28,000 for seven months to investigate complaints concerning "the dissemination of political opinions, news and advertising, and the presentation of political candidates on the air" ..... Page 36

Pepsi-Cola Co. launches a campaign commemorating the 25th anniversary of its 12-oz. bottle ..... Page 37

U. S. Tobacco Co. launches a campaign, which will feature six monthly contests, for its Old Briar tobacco ..Page 38

Teleprompter Corp. unveils its new Key TV, a device which will enable viewers to use their tv sets to show their reactions to individual programs, take examinations at the conclusion of educational courses and participate in opinion polls ..... Page 40

Niles Trammell, former NBC president, denies he attempted to influence Federal Communications Commission members during the time that the FCC was considering applications for a franchise for Channel 7, Miami ..... Page 42

Kellogg Co. introduces its new sugar-coated cereal, All Stars, in eastern markets, following tests in Chicago and Seattle ..... Page 48

Grant Advertising promotes split-account concept to the Florida Citrus Commission, in a one hour and 35-minute presentation ..... Page 54

Leslie-Spice Islands Sales Co. uses a national consumer magazine campaign with romantic and historical overtones to establish a sales personality ....Page 58

Amana Refrigeration Inc. will build its summer promotion around an eight-page ad in the July issue of Coronet ..... Page 66

Liquor industry had a banner year in 1959, with sales of distilled spirits rising 4.4%, while volume in cases reached 85,897,136, a 4.7% increase over the previous year ..... Page 68

National Housewares Manufacturers Assn. survey reveals price takes a back seat to quality and service in the selling of housewares ..... Page 70

William K. McDaniel, vp in charge of NBC Radio, says NBC Radio expects to break even in 1960, which would make it the first time that the network has operated out of the red in eight years ..... Page 76

Columbia Broadcasting System receives a lion's share of the tv Emmy awards ..... Page 93

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Kentucky Kings Bows Nationally

Tobacco-Filter Brand, B&W's Second in Month, Follows Debut of Belair

LOUISVILLE, June 22—Brown & Williamson Tobacco Corp., confirming a report last week in ADVERTISING AGE, today announced it will enter its tobacco-filter Kentucky Kings brand nationally, starting June 27. Introduction of the brand, a competitively priced filter cigaret, comes after ten weeks of test marketing in Kentucky and Texas.

National advertising for Kentucky Kings, which the company said is budgeted at "between $5,000,000 and $6,000,000," will be split between newspapers and television during the introductory period.

■ In newspapers, which get about 45% of the introductory budget, Brown & Williamson has scheduled big-space r.o.p. color ads in 309 newspapers in major markets across the country.

Television advertising includes spot commercials in 56 markets, plus four network programs—"The Texan" and "Wanted, Dead or Alive" (both CBS); "Colt .45" and "Wednesday Night Fights" (ABC). Additional tv coverage for the brand has been scheduled through the cigaret maker's sponsorship of the national political conventions on NBC.

■ The company said radio spots and outdoor posters will also be used in selected markets. Magazines were excluded from the list because they "take too long to get the ads out," according to John W. Burgard, B&W's vp of advertising.

In announcing introduction of the new brand, B&W's president, William S. Cutchins, said Kentucky Kings is designed to "fill the gap between regular cigarets and brands with artificial filters.

NOW...A FILTER MADE OF TOBACCO ITSELF!
Kentucky Kings with the all-tobacco filter for that all-tobacco taste
ALL TOBACCO TIP
Kentucky Kings

FIRST—*This is the introductory ad for Kentucky Kings, the new all-tobacco filter cigaret.*

"The trend toward artificial filters seems to be leveling off," he said. "Filters increased by 10.3% of the total market in 1957, 6.2% in '58 and 4.4% in '59, indicating all-tobacco cigarets are holding their own."

■ Kentucky Kings is the second brand placed in national distribution by B&W within 30 days. Last month the company began national distribution and advertising of its Belair brand, a mentholated cigaret with a "deep-set" recessed filter.

Ted Bates & Co. is the agency for Kentucky Kings. #

ANIMATED SELL—*General Foods is using winking boards like this to push Post cereals. Ann Sothern, Betty Hutton and Danny Thomas will be used in the flirtation sell. Idea for using winking eye started at Benton & Bowles. Animation technique, called Vari-Vue, is property of Pictorial Productions, Mount Vernon, N.Y. GF is sending grocers miniature posters so they can see how process works. Plastic sheet comprised of many linear lenses which project one image at a time allows winking movement.*

Esquire Acquires WQXI, Atlanta, Its First Radio Station

ATLANTA, June 24—Esquire Inc., pending approval of the Federal Communications Commission, has acquired WQXI, radio station here, for $1,850,000.

Purchase of the station, part of the Rounsaville radio station group, was the first acquisition by Esquire through its radio-tv division, established in February. Barry Sherman, division chief, said Esquire will next seek a television station to add to its non-publishing enterprises.

In addition to its three magazines—*Esquire, Coronet* and *Gentlemen's Quarterly*—Esquire Inc. also has an educational films division, a real estate division (Garland Court Properties, which operates in Chicago and Boulder, Colo.) and a subscription fulfilment operation which handles Esquire publications, plus Conde Nast and Street & Smith. It also recently acquired Scott Publications, publisher of stamp catalogs and albums. #

Most Revlon Wares in Canada Switched to MacLaren Agency

OTTAWA, June 22—Thomas Products Corp. Ltd. has awarded the advertising account for Revlon products, with the exception of Top Brass hair dressing, to MacLaren Advertising, Toronto, ADVERTISING AGE learned today.

The account, which formerly was with Stanfield, Johnson & Hill, Montreal, is estimated to involve about $500,000 a year in terms of billings.

Stanfield, Johnson & Hill retains Top Brass, and also Breck shampoo, another product handled in Canada by Thomas products, because MacLaren has competitive business. #

Paulsen Joins Simpson-Reilly

Richard B. Paulsen, formerly with Hearst Advertising Service, has joined Simpson-Reilly Ltd. as manager of the San Francisco office.

Pabst Joins General Cigar, Sinclair in ABC Football Packet

NEW YORK, June 23—New business at the tv networks this week included:

At ABC—Pabst Brewing Co. (Kenyon & Eckhardt) as a participating sponsor, with the already-signed General Cigar Co. (Y&R) and Sinclair Refining Co. (Geyer, Morey, Madden, & Ballard) for 17 professional American Football League telecasts starting Sept. 11; Chemway Corp. (Cohen & Aleshire for Lady Esther products) for participations on three daytime shows starting June 28.

At CBS—Williamson-Dickie Mfg. Co. (Fuller & Smith & Ross) and Pabst (K&E) as co-sponsors of the 42nd PGA golf tournament on July 23-24; P. Lorillard Co. (L&N) and Pabst (K&E) as sponsors of the Summer Olympic trials on July 2. Williamson-Dickie, which is urging Dickie's dealers to buy spots around the tournament, is to be the first men's clothing maker to sponsor a nationwide tv sportscast. Lorillard is a backer of the Summer Olympic games.

At NBC—Allstate Insurance Co. (Leo Burnett Co.) as sponsor, with the previously set Glenbrook Labs (D-F-S) and American Tobacco Co. (SSC&B), of "Thriller," and Carter Products (SSC&B) and Liggett & Myers (D-F-S) as co-backers of the National Football League pro bowl game in Los Angeles on Jan. 15, 1961.

■ In Detroit, Chrysler Corp. confirmed it has scheduled Fred Astaire for another hour-long NBC-TV special in conjunction with presentation of its 1961 models. This will be the third consecutive year Astaire has starred in a Chrysler special show. The program will be aired from 10 to 11 p.m. (EST) on Tuesday, Oct. 5. #

Ellington Adds One

The European Travel Commission, comprised of 21 western Europe countries, has appointed Ellington & Co., New York, to handle advertising, effective July 1. Billings are reported between $200,000 and $250,000 annually. Cohen, Dowd & Aleshire (now Cohen & Aleshire) was the previous agency.

Senators Refuse Monitor Funds Asked by FCC, Citing Fear of 'Censorship'

But Appropriations Unit Boosts Budget for FCC Probe Staff by $200,000

WASHINGTON, June 23—Chairman Frederick Ford's plans for a more alert Federal Communications Commission got a severe jolt today when the Senate appropriations committee blocked his efforts to monitor broadcasts on a spot check basis.

The committee turned down the commission's request for $300,000 for a new complaints and compliance division to keep a sharper eye on broadcasters. As a substitute, the committee allowed an extra $200,000 for an increase in the FCC's staff of investigators.

Plans for the monitoring program had been announced by FCC a month ago, and the complaints and compliance division was "activated" June 1. FCC members supporting the idea said the monitoring is necessary to enable them to find out what stations are doing, but the Senate appropriations committee sided with broadcasters who expressed fear that it would lead to program censorship.

■ The move was particularly shocking to Chairman Ford, because there had previously been indications that senators wanted FCC to keep informed about the kind of programming on the air.

Two months ago, when Commissioner Robert E. Lee was before the Senate appropriations committee, he was chided by senators who complained that FCC did not keep its eye on stations. When he protested that the commission had no way of monitoring the programs that are on the air, Sen. Warren Magnuson (D., Wash.), chairman of the interstate and foreign commerce committee, and the appropriations subcommittee handling FCC funds, snapped, "You have never asked for the funds. Why don't you ask and find out."

Soon after the plan for the monitoring operation was announced, however, Chairman Ford found that Sen. Magnuson had committed himself. In a hearing of the appropriations committee several senators, including Sen. Magnuson, expressed fear that the mon-

(Continued on Page 10)

Hot Dog Push Lets Packers Tie in with Politics Broadcasts

CHICAGO, June 23—The National Hot Dog Month Council and Westinghouse Electric Corp. are sponsoring a cooperative program to permit meat packers to tie in with Westinghouse sponsorship of the 1960 political conventions on CBS tv and radio in July.

Packers may purchase coupons to be inserted in hot dog packages which will be good for $1 back after purchase of a Westinghouse Dog-O-Matic hot dog cooker. A special pack sticker will be used to flag the package.

The packers' part of the "get-a-buck-back" promotion requires purchasing the coupons and stickers, at a total cost of less than 0.5¢ per package.

Redemption will be handled completely by the National Hot Dog Month Council and Westinghouse. The promotion will be announced repeatedly on both tv and radio during the political conventions.

In addition to the network announcements, the council will provide packers with free radio scripts, newspaper mats and tv slides.

For other news of sponsorship of the political wars, see stories on Page 100. #

Checker Superba Account Moves to Herbert Baker Shop

KALAMAZOO, MICH., June 23—Checker Motors Corp. and Checker Motors Sales Corp. have named Herbert Baker Advertising, Chicago, their agency, effective July 1.

Checker manufactures Superba passenger cars, station wagons and taxicabs. Checker said a complete marketing program involving national and key city advertising is to be initiated, using trade and consumer media.

Roche, Rickerd & Cleary and Checker terminated a one-year relationship last week (AA, June 20). #

Ferraro Williams Welch

COMBATANTS—*To combat objectionable advertising, the American Assn. of Advertising Agencies has launched a special ad campaign directed at agency people. Here, going over the first in a series of ad posters to be displayed in agency offices, are members of the campaign's volunteer agency, Erwin Wasey, Ruthrauff & Ryan—EWRR's president, David B. Williams, flanked by Sam Ferraro, art director, and Tom Welch, agency coordinator.*

Hartford Pay TV Test Will Affect Just Two Programs

WASHINGTON, June 22—A detailed blueprint for subscription tv operations in Hartford, Conn., was laid out in the open today in RKO General's Federal Communications Commission application to conduct a three-year pay tv test.

The proposal, using Zenith Corp.'s Phonevision plan, calls for one or two subscription programs, without commercials, nightly during prime viewing hours. The station, WHCT, Channel 18, would operate as a conventional commercial outlet during the rest of its broadcast day.

RKO General bought the uhf station from Capitol Broadcasting in a deal that involved $150,000 for the station, plus $245,000 for a ten-year lease on physical property, with an option to buy for $570,000 after the fourth year (AA, June 13).

The application tries to quiet reservations the FCC has voiced during the more than eight years since pay tv first became a matter of public interest.

■ The application stipulates that the cost for the majority of programs will range from 75¢ to $1.50, including current movies, theater productions, musical events, sport programs, and others.

Subscribers to Phonevision will not be required to buy decoding equipment necessary to unscramble the picture and sound, but they'll be charged from $7.50 to $10 for installation. There also may be a fee, not to exceed 75¢ a week, for upkeep.

Initial installations of the decoders are planned to be of the "credit" type, based on an electronic record of each time a subscription program is dialed. Once a month subscribers would remove a billing tape from the decoder and mail it to Phonevi ion, the application states.

The station, which proposes to broadcast over the air, without any use of telephone wires or cable, could be picked up by conventional sets during the day, including commercials, but the subscription programs at night would be available only to viewers with decoders. #

Pabst, Sinclair, General Cigar to Sponsor American Football

Pabst Brewing Co., Milwaukee, Sinclair Refining Co., New York, and General Cigar Co., New York, will co-sponsor weekly telecasts of the recently organized American Football League over the ABC-TV network. Although all stations carrying the football telecasts have not yet been cleared, the games will definitely be shown over the Milwaukee ABC outlet. The games will be televised on 17 dates during the season between Sept. 11 and Dec. 31, inclusive.

...SEALY REPEATS THE GREATEST SALE EVER!
On Sale Today...1960 Mattress at a 1956 Price
THIS ONLY SALE $39.95
Featured now in Sealy's GOLDEN SLEEP SALE
$49.95
$59.95

BIG SALES—*Serta Associates and Sealy Inc. are using these ads in July issues of Life to promote summer sale prices of their mattresses. The b&w Serta page, through Tatham-Laird, will run July 11. Sealy will run this four-color spread July 18 through J. Walter Thompson Co. The Department of Justice has issued a complaint against Serta, Sealy and Spring-Air Co. charging competition in the sale of manufacturer-owned mattress brands has been suppressed under licensing arrangements which divide sales territories and stabilize retail prices (AA, June 6).*

6 Pepsi Bottlers to BBDO

Batten, Barton, Durstine & Osborn, which takes over the Pepsi-Cola Co. account on Aug. 1, will take over advertising for six Pepsi bottlers on the same date. The bottlers are those in New York, Pittsburgh, Detroit, Jersey City, New Brunswick and Teterboro, N. J. Kenyon & Eckhardt is the present agency.

Johnson Named Exec VP

Raymond E. Johnson, a vp of Palmer, Codella & Associates since 1959, has been named exec vp of creative services for the agency, a new post.

The Association of Railroad Advertising Managers

presents

THE 1959

GOLDEN SPIKE AWARD

to

THE TIMKEN ROLLER BEARING COMPANY

"... for its outstanding contribution, *through advertising*, toward a greater public appreciation of American Railroads."

CERTIFICATE OF MERIT AWARDS

P. Ballantine & Sons — E. F. Hutton & Co. — R. J. Reynolds Tobacco Co.
Minneapolis-Honeywell Regulator Co. — General American Transportation Corp.

SPECIAL MERIT AWARD

Savings Bonds Division, U. S. Treasury Department

To all the companies who submitted entries to the 9th Annual Advertising Competition, ARAM extends its sincere thanks for their support of the American Railroad Industry.

1959 ENTRANTS

Aluminum Company of America
Amchen Products Inc.
American Hair & Felt Co.
American Machine & Foundry Co.
American Potash & Chemical Corp.
Baltimore Business Forms Company
Bank of California, N.A.
W. E. Bassett Company
Bendix Aviation Corporation
Bigelow-Sanford Carpet Co., Inc.
Brenco, Inc.
Charles Bruning Company, Inc.
A. M. Byers Company
Champion Paper & Fibre Company
Charlotte, N. C., "Observer"
Chevrolet Motor Division, General Motors Corporation
Chicago "Daily News"
Chicago "Sun-Times"
Coca-Cola Company
Columbia-Southern Chemical Corp.
Employers Mutuals of Wausau
Evans Products Company
First National City Bank of New York
General Foods Corporation
General Mills Inc.
B. F. Goodrich Industrial Products Co.
Goodyear Tire & Rubber Co., Inc.
Gulf Oil Corporation
Illinois Welfare Association
KWTV—Oklahoma City
Linde Company
The Lionel Corporation
Merrill, Lynch, Pierce, Fenner & Smith, Inc.
Middle South Area Office
Motorola Communications & Electronics, Inc.
National Association of Retail Grocers of the United States
National Carbon Company
National Film Board of Canada
National Gypsum Company
Nat'l Malleable & Steel Castings Co.
National Railway Historical Society
Pacific Mills Worsted Company
Philadelphia "Bulletin"
Reynolds Metals Company
Servo Corporation of America
SKF Industries, Inc.
St. Regis Paper Company
Steel Founders' Society of America
"Trains" Magazine
Union Tank Car Companies
Union Trust Company of the District of Columbia
U. S. Industrial Chemicals Co.
Victor Saw Works, Inc.
Virginia Electric and Power Co.
Wellington Sears Co.
West Virginia Pulp & Paper Co.
Whiting Corporation
WOWO—Fort Wayne

Entries Invited for the 1960 Competition

All types of advertising incorporating a railroad theme are eligible. For information, write J. N. Ragsdale, Chairman, 1960 Awards Committee, Transportation Bldg., Washington 6, D.C.

JOE D. SINGER, *President*
Assistant Advertising Manager
Chesapeake & Ohio Railway Co.

ALBERT L. KOHN, *Chairman*
1959 Awards Committee
General Advertising Manager
Southern Pacific Company

Greensboro—
GREEN THUMB
OF THE NEW
SOUTH'S MARKETS

In The Top 20 In Total Retail Sales

Quickest Route to Automotive Sales

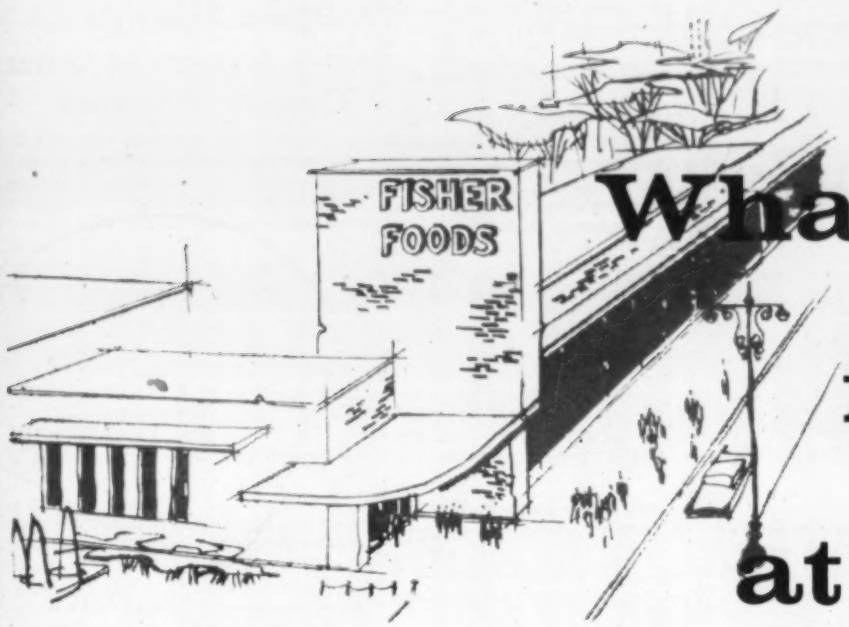
Greensboro's automotive sales stand out in the NEW South's top 25 markets, bumper to bumper with Charlotte, Chattanooga, Knoxville and other prominent markets. Drive for greater sales via the Greensboro News and Record—the only medium with dominant coverage in the Greensboro Market and selling influence in over half of North Carolina. Over 100,000 circulation; over 400,000 readers.

Write on company letterhead for *"1959 Major U. S. Markets Analysis"* Brochure of all 292 Metropolitan Markets.

Greensboro—In the Top 20 Retail Markets of the South and in the Top 100 of the Nation.

Greensboro News and Record
GREENSBORO, NORTH CAROLINA

Represented Nationally by Jann & Kelley, Inc.



What happens to food sales at Fisher Foods...

when THE BIG ONE puts on the pressure?

T. J. CONWAY
President, The Fisher Brothers Company
Cleveland, Ohio
87 stores. $98,695,577 annual volume.

Let Mr. T. J. Conway, President of The Fisher Brothers Company, give you just one example of what happens in food stores from coast to coast when products are advertised in THIS WEEK Magazine—the biggest thing in print:

"WE at Fisher Brothers long ago learned the effectiveness of THIS WEEK Magazine in pre-selling our customers. Its sales power is unparalleled throughout the entire area served by our stores.

"This isn't surprising when you realize that THIS WEEK Magazine is sponsored locally by the most influential newspaper in our area—the same newspaper in which our best customers regularly read our own advertising."

T. J. CONWAY

To move goods fastest...

Buy The Big One

CIRCULATION MORE THAN

13,000,000

Registrations for AA Workshop Will Be Cut Off July 1

CHICAGO, June 23—Enrollments for the third annual Summer Workshop on Creativity approached the sell-out point this week.

More than 460 reservations—out of a total possibility of less than 500—have been received for the Workshop, to be sponsored by ADVERTISING AGE at the Palmer House, Chicago, Aug. 2-5. As a consequence, it will not be possible to accept applications later than July 1, unless cancellation of a reservation already made opens a place after that date. ADVERTISING AGE readers who are desirous of attending should use the coupon above to make certain of a reservation now.

The Workshop is devoted to a review and discussion of creative advertising, both print and broadcast, and has played to sell-out houses during both previous years. The charge is $110 per person, which includes three lunches and two dinners, but does not include hotel accommodations.

Summer Workshop Enrollment Coupon

Enroll me for the ADVERTISING AGE SUMMER WORKSHOP ON CREATIVITY IN ADVERTISING, Aug. 2 to 5. My check for $110, covering complete registration fee, including attendance and participation in all meetings and the cost of three luncheons and two dinners on Aug. 3, 4 and 5, is enclosed. (Or bill me ☐; bill my company ☐)

Name (please print or type) _____

Title _____

Company _____

Address _____
STREET CITY ZONE STATE

MAKE YOUR CHECK PAYABLE TO SUMMER WORKSHOPS, AND MAIL TO SUMMER WORKSHOPS, % Advertising Age, 200 E. Illinois St., Chicago 11, Ill.

If you want information and reservation forms for the Palmer House during the Workshop, check here ☐

Complete details are available from Summer Workshops, c/o ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Ill. #

Franklin Sets $200,000 Push to Introduce Caltrol Nationally

Clay Franklin Inc., Tuckahoe, N.Y., will use a $200,000 print and broadcast media schedule to introduce nationally its Caltrol, powdered dietary weight control product. Some 60 consumer magazines, plus radio and tv spots, are scheduled for the campaign.

Agencies handling the campaign are W. W. Hauptman Co., New York (newspaper and consumer magazines); Kushins, Anderson & Takaro, New York (television), and Furman, Roth, New York (radio).

Gilbert Joins Burnett, Toronto

Ray Gilbert has resigned as vp of marketing of Young & Rubicam, Toronto, to join Leo Burnett Co., Toronto, as vp and account supervisor.

Wilson Agency's Ad Hits Rumors of Other Owners, Activities

NEW YORK, June 21—Robert E. Wilson Inc., an ethical drug advertising agency, this week took the highly unusual action of running an ad to assert that it was owned by its employes and did not have any interest in advertising media.

The ad, in the form of a notarized affidavit signed by Robert E. Wilson, president of the agency, was placed in the June 20 issue of ADVERTISING AGE, and in *Drug Trade News* and the *New York Times*.

■ Mr. Wilson told AA the ad was run to squelch two rumors: One, that his agency was owned or controlled by another agency; two, that his agency had proprietary interest in a medical publication.

Medical Tribune, a weekly publication launched earlier this year by Medical & Science Communications Development Corp., a subsidiary of American Research & Development Corp., is being produced by Physicians News Service Inc., an affiliate of William Douglas McAdams Inc., another ethical drug agency.

The Wilson ad stated that this affidavit was being published "in order to lay to rest once and for all certain rumors which are being circulated for reasons which should be obvious."

The affidavit listed the names of nine individuals holding ownership shares or options to purchase shares in Robert E. Wilson Inc. and its affiliated companies: Medicart Inc., Medicom Inc. and Vetcom Inc. These individuals were identified as officers and/or directors of these companies.

■ It went on to state that neither Wilson, nor any of its affiliated companies, nor any of these individuals "have any financial interest" in any outside publishing company, printer, graphic arts supplier or other advertising agency. And it added that "neither does any outside company, or individual associated therewith, have, or ever has had, any financial interest in, or voice in the management or direction of, Robert E. Wilson Inc. . . "

Mr. Wilson refused to go into further detail. #

Field Enterprises Names Gore, Joseph to New Posts

Budd Gore has been appointed assistant to the general manager of the *Daily News*, Chicago, and Gabe Joseph has been named to the new post of advertising manager of the

Budd Gore

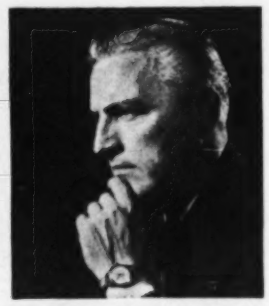
Gabe Joseph

newspaper division of Field Enterprises, Chicago, publisher of the *Daily News* and *Chicago Sun-Times*.

Mr. Gore, formerly advertising manager, first joined the *News* in 1937 as sales promotion manager. He was named retail advertising manager in 1956. Mr. Joseph, who in his new capacity will be in charge of advertising for both the *News* and *Sun-Times*, has been advertising manager of the *Sun-Times* since 1952 and earlier served as assistant advertising director and as retail manager of the old *Chicago Sun*.

PLANT SUPERINTENDENT: "We need a source for strong, lightweight disposable pallets."

MOTOR MANUFACTURER: "We need a flock of small, rugged terminals."



APPLIANCE DESIGNER: "We're having trouble getting reliable mechanical timers."

CHEMICAL PLANT MAINTENANCE MAN: "We've got a packing problem that's driving me nuts!"

ELECTRONICS MANUFACTURER: "Lacing and tying our electronic harness is becoming too costly."

PLANT MANAGER: "Patches in our concrete floors repeatedly crumble and flake."

TV SET DESIGNER: "I'm trying to find something new in decorative metals."

STAMPING PLANT OPERATOR: "Looks like our light presses should have vibration mounts."

MANUFACTURER: "I need to find out what's new in self-locking fasteners."

Can you solve any of these problems?

. . . these are just a few of the thousands of problems I.E.N.'s readers bring to its pages each month.

For Industrial Equipment News is scanned from cover to cover every month by 78,000 men looking for products that will help solve their current and ever-changing problems.

These men represent more than 40,000 plants...*all* industries . . . and 90% of America's industrial purchasing power.

What better place — what better timing — whether you want to sell your present markets or discover new ones, your ads are right at the "point of purchase".

What's more, you can reach them any way you want — with a steady schedule or the tremendous added wallop of "product line" advertising. Details? A note brings our nine section Media Data File.

good for selling...because it's used for buying

Industrial Equipment News

461 Eighth Avenue, New York, N. Y.

Thomas Publishing Company

If I told him once,
I told him
a thousand times . . .

NEVER LEAD WITH YOUR RIGHT
NEVER LEAD WITH YOUR RIGHT
NEVER LEAD WITH YOUR RIGHT
NEVER LEAD WITH YOUR RIGHT
NEVER LEAD WITH YOUR RIGHT

Heavyweights in the advertising business know how important frequency is. That's why more and more advertisers are swinging to the Post—where you get an *added* measure of frequency at no added cost. ■ The new study of media effectiveness, Ad Page Exposure, proves this. It counts the times a reader comes face to face with your ad page . . . 30,861,000 times in one issue.

■ Now, your Post ad page keeps in there punching. It gets 37% more cracks at the average reader than the same ad in the other big weekly! ■ And your Post ad page goes more rounds with your better prospects, too. ■ The Saturday Evening Post gives any campaign more punch, because . . .

A CURTIS MAGAZINE

The Saturday Evening
POST
THE INFLUENTIALS' MAGAZINE

READERS TURN AND RETURN TO YOUR AD PAGE IN THE POST . . . THE HI-FREQUENCY WEEKLY!

Note: Total Ad Exposures to the readers of one issue: Post—30,861,000 . . . Life—30,110,000 . . . Look—30,702,000

Congress Dims Chances for Postal Rate Hike

WASHINGTON, June 22—Postmaster General Arthur Summerfield has suffered a series of decisive legislative setbacks which have all but precluded the possibility of a postal rate increase at this session of Congress.

Twice in the past week, the House committee on post office and civil service has voted against approving the $554,000,000 rate increase which Mr. Summerfield is promoting. Committee members indicate they probably will not meet again.

Mr. Summerfield lost what was probably the critical skirmish in the rate battle when the committee voted 14-7 against adding a rate increase to the government pay increase bill which was cleared for House debate last Wednesday. The bill passed the House unchanged, and was cleared for the White House by the Senate on Friday.

■ During Senate debate on the pay hike, Sen. Everett Dirksen (R., Ill.), the Senate minority leader, went through the motions of proposing that the Senate tack the Summerfield rate rider on the bill. But he conceded defeat in advance, and didn't even request a roll call, which would require Senate members to put themselves on record on the rate increase problem.

The Postmaster General tried again today. At his request Rep. August E. Johansen (R., Mich.) asked the House post office and civil service committee to report the rate bill. But he was voted down, and the committee ended what is expected to be its final meeting of this session.

During the brief Senate discussion of the Dirksen postal rate rider, Sen. Lyndon Johnson (D., Tex.), the Senate majority leader, said he was prepared to vote on a rate bill, but that it has to come to the Senate from the House. Sen. Dirksen chided the senators for voting an $836,000,000 increase in government pay, without providing any new revenue to cover it.

■ Mr. Summerfield's sole remaining hope would be a complicated squeeze play, involving Presidential veto of this week's pay bill, with a new combination pay and rate bill rushed through in the final hours before adjournment. Lobbyists for the government employes claim, however, that there already are sufficient House and Senate votes to override the anticipated pay bill veto. #

Raul & Kay Agency Formed

Raul Advertising and Julian Kay Advertising, both of North Hollywood, Cal., have merged under the new name of Raul & Kay Advertising, 10523 Burbank Blvd., North Hollywood. Principals are Raul Araluce and Julian Kay.

Beard Hughes Manning Dasheff

NEW USE FOR FOIL—*Examining the Milwaukee Sentinel's Tuesday (June 21) foil "first" in the newspaper's pressroom are David F. Beard, general director of advertising of the Reynolds Metals Co.; Wallace M. Hughes, Milwaukee Sentinel publisher; Clarence F. Manning, vp and a director of Reynolds Metals, and William Dasheff of New York, senior vp of Lennen & Newell, Reynolds' advertising agency.*

'Sentinel,' Reynolds Show New Way to Use Foil in Newspaper Ad

MILWAUKEE, June 21—A new advertising technique was added to the working kit of the advertising man as Tuesday's editions of the *Milwaukee Sentinel* rolled off the paper's presses.

The technique makes it possible to use a pre-printed strip of foil of less than page size as part of a newspaper page.

The *Sentinel* did it for the first time in any newspaper in an advertisement produced in cooperation with Reynolds Metals Co.

■ The advertisement promoted the use of Reynolds Wrap for outdoor cooking. Charcoal grills and boxes of aluminum foil were depicted in six colors on a three-column-wide foil strip covering the outer six inches of a page.

Outdoor cooking recipes utilizing Reynolds Wrap were printed on the newsprint portion of the page, which also called attention to the new advertising technique.

Regular advertising of other firms and editorial material was printed on the reverse side of the page.

■ The method used by the *Sentinel* makes it possible to use foil in newspaper advertising at considerably lower cost than full-page pre-prints.

Though the pre-prints used in the *Sentinel* Tuesday covered three outside columns of a page, a foil strip of any width can be placed in any column position on a page, according to the *Sentinel*.

In the operation here, the strip of paper-backed foil, pre-printed at Reynolds' gravure plant in St. Louis, was fed into the newspaper presses past a unit which applied an adhesive to the strip's back. When the foil reached the newsprint "on the run," the adhesive held to the paper.

■ Publisher Wallace M. Hughes said the methods used in the latest foil operation were worked out from the *Sentinel's* previous experience with foil. Three years ago the paper pioneered in running foil through its presses when a full-page sheet of unprinted foil was included as part of one of the *Sentinel's* regular editions. #

Why financial advertisers put us first among New York evening newspapers

New York businessmen *rely* on the World-Telegram's speed, accuracy and comprehensive coverage of today's financial news—*today*. That's one reason why the World-Telegram carried more financial advertising in the first five months of 1960 than the other two New York evening newspapers combined – why it consistently leads every other evening newspaper in the nation. Another reason? The World-Telegram is read by more members of 13 out of 14 leading New York business clubs and associations than any other weekday newspaper, morning or evening.

Among New York's evening newspapers, the World-Telegram is:

- **First** in Retail Advertising
- **First** in General Advertising
- **First** in Total Display Advertising
- **First** in Total Advertising

The advertiser's choice in the evening field!

Source: Media Records

New York's *quality* evening newspaper

New York World-Telegram
The Sun
A SCRIPPS-HOWARD NEWSPAPER

125 Barclay Street, New York 15, N. Y. • BArclay 7-3211 • *Or Scripps-Howard General Advertising Offices:*
230 Park Avenue, N. Y. C. • Chicago • San Francisco • Los Angeles • Detroit • Cincinnati • Philadelphia • Dallas

The most important magazine of all

The most important people in the news

. . . are also the ones most concerned with the important news here and abroad. Their decisions—sometimes momentous decisions affecting millions of us—are frequently shaped by such news.

If you could read the subscription list of "U.S.News & World Report," for example, you would discover a roster of world-famous names instantly recognizable in every significant field of endeavor. And along with them, less famous, but nonetheless key people in business, industry, government, finance, the professions . . . and in the community, read this magazine intently each week.

That's because it is the only magazine that concentrates on the important and original news they require—news with foreseeable consequences for the future. In fact, many of these readers have written to evaluate "U.S.News & World Report" as . . .

The remarkable circulation growth experienced by "U.S.News & World Report" and the remarkable quality of its audience relate directly to one of the most revelatory facts of advertising and marketing in the past decade. It is the widening realization that America's "prime" market has grown to surprising proportions. Not to be confused with the "mass" market—namely everybody—this prime market is a vast collection of somebodies. In a phrase: the achievement people!

Every week, more than 1,150,000 of these achievement people are attracted to "U.S.News & World Report" by its content—important news and nothing else. No other news magazine offers such a high concentration of the people most important to your company's growth and progress.

Ask your advertising agency for the documented facts about this important magazine . . . from your standpoint, very likely the most important magazine of all!

U.S.NEWS & WORLD REPORT

America's Class News Magazine

Now more than 1,150,000 net paid circulation

Advertising offices, 45 Rockefeller Plaza,
New York 20, N. Y. Other advertising offices in
Boston, Philadelphia, Pittsburgh, Cleveland, Detroit,
Chicago, St. Louis, San Francisco, Los Angeles,
Washington and London.

Strouse Becomes JWT Boss; Resor Sells His Interest

(Continued from Page 1)

Reeves and Edward G. Wilson, all vps. Mr. Reeves is manager of the Chicago office.

■ A native of Olympia, Wash., where he was graduated from high school and later started working as a clerk for the *Seattle Post-Intelligencer*, Mr. Strouse sold space for Hearst newspapers on the West Coast before joining Thompson in San Francisco. After six years of buying space, he was named account representative, and in 1939 he was promoted to assistant Pacific Coast manager of the agency.

Mr. Strouse said recently that he got his first job in advertising "only because I was a secretary." Then he was hired by JWT "for a media job because I could type."

After four years with the Army —advancing from private to major—he turned up in JWT's Detroit office in 1946. In a few years he was Detroit manager and an agency board member. During this period he worked on the Ford account.

In 1955, he was chosen from among the agency's 84 vps to become president, succeeding Mr. Resor in that post. Mr. Resor moved up to board chairman.

■ The new Thompson boss has long been a proponent of "the closest kind of relationship between agency principals and client management on long-term planning, sales policies and product research." He said this ten years ago, and only last October he reiterated that an agency, to give top service, "must win a relationship with its client as intimate and confidential as that of a general legal counsel."

At that time he also urged more stable relations between clients and agencies. For clients to switch agencies, he said, is harmful to the companies' advertising objectives.

Allied Names Paris Agency

Allied Chemical International, subsidiary of Allied Chemical Corp., New York, has appointed Publicis S. A., Paris, to handle its advertising in France. The account will be handled in conjunction with G. M. Basford Co., New York, Allied's agency for international advertising.

Olsher Leaves Vassarette

Rubin S. Olsher has resigned as advertising and sales promotion manager of the Hollywood Vassarette division, Munsingwear Inc., Hollywood, effective July 1.

Cusick Krause Sayles
Weber Kinnaird Caspari

CLIENT'S PRODUCT—*General Outdoor Advertising Co., Chicago, has instituted a series of lunches featuring (but not limited to) the products of a GOA food advertiser. Swift's sliced meats were first on the program, featured in the foot-long "poor boy" sandwich with cold cuts etc. On hand were Ray Weber, Swift & Co. advertising manager; William Kinnaird, Chicago vp and George C. Krause, New York vp of McCann-Erickson, the agency on the account; and, from GOA, Gerge Caspari, vp in charge of branch operations; A. J. Cusick, sales manager, Chicago branch, and William Sayles, Chicago branch manager.*

Stress on Service; Billings Grew Anyhow . . .

Resor Set Patterns in Building No. 1 Agency

In 44 Years as Boss, His Agency Expanded to $328,000,000 Level

NEW YORK, June 22—Stanley Burnet Resor today turned over the controls of J. Walter Thompson Co. to Norman H. Strouse after 52 years with the agency. Mr. Resor will remain, probably until the end of the year, as chairman. But Mr. Strouse, who became president in 1955, will henceforth be chief executive officer (AA, June 20).

Mr. Resor, who was 81 on April 30, spent 39 years as president of JWT and the past five years as chairman of the board. When he stepped aside in July, 1955, in favor of Mr. Strouse, who thus became president at the age of 48, Mr. Resor could reflect on at least two major accomplishments:

- He had built the largest agency in the world.
- He had personally set the pattern for the entire agency business.

■ When Mr. Resor was succeeded as JWT president by Mr. Strouse, ADVERTISING AGE commented in an editorial: "Stanley Resor is the last active agency pioneer—the last of the Titans like F. Wayland Ayer and Albert D. Lasker—who largely shaped the business in its formative years.

"It is difficult to realize," the editorial added, "that the advertising business has taken on its present size and character in the working lifetime of a still active man, just as it is sometimes difficult to realize how close all America is, in point of time, to those things that seem such ancient history in the school textbooks."

Mr. Resor, who was graduated from Yale in 1901, tried tutoring there; he later decided that a teaching career was not for him. He became a door-to-door salesman, then a bank teller. Then a machine tool salesman.

■ He entered advertising in 1904 with the old Procter & Collier, then Procter & Gamble's only agency. In 1908 he joined J. Walter Thompson Co. in Cincinnati. By 1916 he was president.

When he took over the helm, JWT was billing $2,999,000. When he moved up to board chairman in 1955, the agency was near $200,000,000. Last year it reached $328,000,000.

Mr. Resor was hired for JWT by Charles E. Raymond, then vp of the Chicago office. Hired with him was his brother, Walter, who became head of the agency's Boston office in 1909 and who died in 1940.

■ Stanley Resor was taken on as Cincinnati office manager. It developed that he possessed a unique knack for picking competent people for the agency. Between 1908 and 1912, when he moved to New York and became general manager of the agency, he hired James Webb Young as a copywriter; raised Helen Lansdowne from a secretary's spot to copywriter, and hired James D. Woolf as a utility man. They all achieved great stature in later years. In 1917, Mr. Resor married Miss Lansdowne. That was a year after Mr. Resor and several associates took over the agency.

These associates included his brother, Walter; Charles Raymond; the late Henry Stanton; the late Gilbert Kinney, and Mr. Young. Mr. Raymond retired soon after the deal went through, and his stock was purchased by Mr. Stanton and Mr. Young. (Today the agency has about 500 stockholders.)

■ When the Resor group took over, JWT's billings of $2,999,000 made it one of the four top agencies in the U.S. At that point, N. W. Ayer led the field with $12,000,000.

Old James Walter Thompson, who sold his agency reputedly because he felt it had grown to its fullest, could not have foretold what the Resor group would accomplish: By 1929, billings were up to $37,000,000, and in 1947 it became the first agency in history to surpass the $100,000,000 mark.

But mere size was never—in Mr. Resor's view—the criterion for measuring an agency. It was known that he did not like the annual billings report published by ADVERTISING AGE, although JWT invariably headed the list. Billings, he maintained, have no meaning at all; what does count is how good the agency's service is.

■ In this connection, it was recalled that James Webb Young once talked with a reporter who wanted to know what made Mr. Resor "tick." Mr. Young replied:

- "Stanley's *drive*, reflected through the entire organization.
- "His profound *belief in the power, and the dignity, of advertising.*
- "Stanley emphasizes we must not merely do what an advertiser wants to do; we must find the right way to do it, and then sell the advertiser on that.
- "Doing the job with *integrity.* Stanley Resor regards J. Walter Thompson as the trustee of the client's money." #

Hampden-Harvard Moves Account to Daniel & Charles

Hampden-Harvard Breweries Inc., Willimansett, Mass., has appointed Daniel & Charles, New York, to handle its advertising, effective July 1. Included are the Hampden, Harvard and Dobler beers and ales, marketed in New England and upper New York state. The account was formerly at Cohen, Dowd & Aleshire (now, Cohen & Aleshire) and follows account executive Edward Rosenwald, who moved to Daniel & Charles as a vp from CD&A in May. He will be the account executive at the new agency.

Senators Refuse Monitor Funds Asked by FCC, Citing Fear of 'Censorship'

(Continued from Page 3)

itoring would lead to some form of program censorship.

Chairman Ford argued that FCC's only information about broadcasts now comes from the reports which stations file. He said it has no way of comparing actual performance with what the stations report, and that at the present time it handles 1,750 renewals annually, with only ten employes to investigate complaints.

■ Chairman Ford cited the payola situation as the type of evil that can develop unless FCC has a way to keep its eye and ear on the doings of broadcasters.

"The commission wasn't on top of the payola situation; we just didn't know how big it was," he commented. "That's the understatement of the year," Sen. Magnuson interjected.

The monitoring plan originally described by the commission consisted of making spot checks of stations with licenses up for renewal. Of the 2,000 communities that have broadcasting stations, FCC estimated it probably would not monitor more than about 100 annually.

The appropriations committee report provided funds for a boost in the commission's staff of investigators but barred any monitoring. "It is the feeling of the committee that such procedure might lead to considerations of program material and get into the role of censorship, which is prohibited by law," the report said. #

Kottra Sanders Slattery Fazio Leander Crain Mee Solomon McAvoy

COORDINATION—*Officers of the new National Display Guild, which aims to promote high standards of craftsmanship and efficiency in professional installation of point of purchase materials, met in Chicago June 21 with Bill Mee, executive director, Point-of-Purchase Advertising Institute, to discuss cooperation between the two groups. National Display officers are A. B. Slattery, president; Arnold Solomon, secretary; Julius Kottra, treasurer, and John Sanders, executive secretary. Others present were G. D. Crain Jr., publisher, Advertising Age; Bob Leander, president, Chicago Show Printing Co.; Ken McAvoy, business representative, Displaymen's Union; Peter V. Fazio, general counsel for the guild, and H. T. Worden, guild consultant (not included in this picture).*

THE RIGHT SPEECH DELIVERED IN THE RIGHT LOCAL FORUM

produces the strongest results

Advertising talks to people. It gives them reasons for wanting and buying your products or service. The more responsive the audience, the more successful the ad.

The Washington Star has long been noted for its remarkable pulling power . . . for the responsive audience it provides for its advertisers.

This is due in large part to the strong feeling of confidence, to the singularly high regard that Star readers show for their newspaper.

Almost automatically, this feeling of confidence carries over to Star advertisers, giving their advertising the

Extra Selling Thrust

that makes the big difference in sales. The Star is the right forum for your schedules in the vastly important Washington, D.C. market.

THE WASHINGTON STAR
WASHINGTON, D.C.

Member of MILLION MARKET NEWSPAPERS, INC.

New York: 529 Fifth Avenue • Chicago: 333 N. Michigan Boulevard • Detroit: New Center Building
Los Angeles: 3540 Wilshire Boulevard • San Francisco: 111 Sutter Street
Special Florida Representatives: McAskill, Herman & Daley, Inc., Roosevelt Bldg., 4014 Chase Avenue, Miami Beach, Florida

Set Makers Happy, but Furniture, Appliance, Carpet Men Moan at Furnishings Market

CHICAGO, June 23—The outlook of the home furnishings industry may be termed paradoxical. The optimism expressed in early January during the winter market (AA, Jan. 11), which sparked a pattern of "institutional" advertising programs, quality goods and better markup, has turned to pessimism this week at the spring-summer conclave.

None of the representatives of manufacturers and retailers queried by ADVERTISING AGE attributed poor sales to poor or insufficient advertising.

But John M. Snow, exec vp, National Assn. of Furniture Manufacturers, sees a trend toward more advertising by furniture manufacturers. He said producers are realizing there is a lack of brand identification in retail stores and feel they must work to build their brand images through advertising.

■ Both the pessimism and the optimism have been "overdone" by home furnishings prognosticators, charges Roscoe Rau, exec vp, National Retail Furniture Assn. He notes that although some retail furniture stores are down in sales by as much as 6 to 16% so far this year, the over-all average brings the stores 1% ahead of 1959 (their best year) for the first five months of 1960.

■ The appliance business has "lost its share of the consumer dollar again," according to Robert H. Quayle Jr., president, Norge division, Borg-Warner Corp.

Mr. Quayle notes that the appliance industry is looking at a very unsatisfactory sales record for the first five months of 1960, with refrigerator shipments from the factory down 5% and automatic washer sales down 7%.

The Norge president predicts that the appliance industry will "fall inevitably into fewer and fewer hands and then as prices become lower and lower and there is no place left to go, somebody is going to rediscover that there is a place for good selling—a place for good service—there is a place for reliability and integrity.

"Then, and only then," he feels, "can the appliance business hope to increase its share of the consumer dollar."

■ Imports from Belgium and Japan are hurting the carpet makers here, says Steele L. Winterer, president, A. & M. Karagheusian, which accounts for the disparity between the fact that retail sales for the first six months of 1960 will equal last year's sales while U.S. manufacturers' billings will show a decline of 6½%, he added.

The American Carpet Institute introduced to the floor coverings trade at the market a new book for carpet retailers, "How to Pull Maximum Traffic with Your Retail Carpet Advertising." The institute believes the book is the first manual for carpet retailers that offers a "comprehensive analysis of the factors that increase or decrease the pulling power of a retail carpet ad."

More than 150 carpet ads are reproduced in the 60-page book, which has been printed in a special oversize format so the copy and artwork in the ads are legible to the reader. Cost is $2, and copies may be obtained from the American Carpet Institute, 350 Fifth Ave., New York.

■ Amid the wailing from the great majority of carpet makers, appliance and other home furnishings people, the tv manufacturers are aglow with the rate of sales. According to C. J. Hunt, vp, Zenith Sales Corp., current tv sales are within 10 to 15% of the industry's peak 1955 figure, and, he adds, these sales are being made at a higher average unit price.

Perhaps Fred H. Dilg, home furnishings merchandise manager, Montgomery Ward & Co., spoke for the entire industry when he charged that "someone forgot to inform the consuming public that the 'soaring sixties' were expected to commence with spring, 1960, and therefore customers failed rather miserably in carrying out their obligation to the merchandising fraternity." #

Biggest Population Increase Outside Cities, Census Finds

(A tabulation of the 1950 and 1960 population figures for the 189 standard metropolitan areas appears on Pages 94 and 95.)

WASHINGTON, June 23—Of the total population increase in the U. S. since 1950, two-thirds has occurred in metropolitan areas outside the central cities, the Census Bureau reports.

Although these outlying parts of the metropolitan areas contained less than one-fourth of the U. S. population in 1950, they showed an increase of nearly one-half and accounted for 17,100,000 of the 26,400,000 increase shown by preliminary 1960 census totals for the 50 states.

■ The population in the 189 standard metropolitan statistical areas of the U. S. totals about 108,900,000, representing about 61.3% of the preliminary count of about 177,700,000 for the 50 states, the bureau reports. These figures do not include totals for persons enumerated away from their usual place of residence. These will be allocated in the final figures to be published later. In light of this, the Census Bureau pointed out, the figures for all places now being announced are subject to revision.

Among the 189 metropolitan areas, 180 gained population and nine lost population. Of the increase of 26,400,000 shown by the preliminary counts for the 50 states, 21,300,000 or 80%, occurred within the metropolitan areas. #

Auto Ads in Dailies Up 35% in First Quarter '60: BofA

NEW YORK, June 21—Auto advertisers invested $31,455,000 in promotion of domestic and foreign cars in newspapers during the first quarter of 1960, according to a report prepared by Media Records for the Bureau of Advertising, ANPA.

The report said 1960 expenditures were up 35% over the same period last year, when passenger car advertising in newspapers totaled $23,385,000.

Biggest increase in the period was for domestic compact car advertising, up 205% over expenditures in 1959. Newspaper advertising of "low-price" autos dropped 25% from the first quarter in '59.

Automobile Group	1960	1959	% Change
High price	$ 1,695,000	$ 1,340,000	+ 25
Medium price	11,179,000	8,996,000	+ 25
Low price	5,533,000	7,381,000	— 25
Small domestic	7,779,000	2,549,000	+205
Low price & small domestic combined	13,312,000	9,930,000	+ 34
Foreign	2,115,000	1,513,000	+ 40
*All others	3,154,000	1,606,000	+ 96
Total	31,455,000	23,385,000	+ 35

*Combination copy, sports cars and institutional. #

SO WHAT ELSE IS NEW ?
TWO CARS FOR ONE PRICE... THAT'S WHAT!
Valiant—KING OF THE COMPACTS
KING OF THE ROAD
$94.26
HUSTLE DOWN TO YOUR PLYMOUTH-VALIANT DEALER

TWO CARS FOR ONE PRICE—*Chrysler Corp. is offering two new cars—a Plymouth and a Valiant—for one price in ads like this one in 365 newspapers. Radio spots, outdoor and bus and taxi posters also are being used.*

Chrysler Pushes Two-Car, One-Price Offer in June

DETROIT, June 21—Chrysler Corp. has launched a nationwide advertising campaign offering two new cars—a Plymouth and a Valiant—for one price. This is believed to be the first time that a car manufacturer has made such an offer.

The campaign, which started June 19, will run for three weeks. A total of 365 newspapers in 295 markets, and spots on 335 stations in 105 markets will constitute the major portion of the promotion. Outdoor and bus and taxicab posters in major markets also will be used. Batten, Barton, Durstine & Osborn, the agency for Valiant, is handling the campaign.

■ The deal offers the two new cars for $94.26 a month for 36 months plus a one-third down payment of the total cost. Thus, the down payment would amount to $1,131.12, and the 36 monthly payments would reach $3,393.36 for a total cost of $4,524.48.

The prices are based on combined suggested retail prices of a Plymouth Savoy two-door, six-cylinder sedan and a Valiant V-100 four-door sedan plus a 6% interest charge. The total price includes only federal taxes. #

Fawcett Drive Promotes 'Woman's Day,' 'True'

Fawcett Publications, New York, has launched a $400,000 ad campaign to promote *Woman's Day* and *True*, using dailies in some major markets, plus business publications. The drive will run through November.

C. J. LaRoche & Co. is the agency.

Schering Names Albach

Schering Corp., Bloomfield, N.J., has appointed Christopher J. Albach advertising administrative manager. Mr. Albach joined Schering in 1952 and has served as assistant advertising production manager, advertising production estimator and estimating and scheduling coordinator.

'Contract' to Bow in Fall

Contract, a monthly trade magazine with an initial circulation "in excess" of 10,000, will be published starting in November. The publication, covering the commercial furnishings field, will charge $445 for a b&w page. Publisher is H.M.S. Publications, New York.

U.S. Agency Billings Rose 35% from '54 to '58, Census Bureau Reports

(Continued from Page 1)

are currently being released by the Census Bureau, and a detailed analysis of the advertising agency business eventually will be summarized in a special bulletin.

Preliminary bulletins for about half a dozen states have already been released, with the remainder scheduled for distribution during the next three to four weeks. Census officials are unwilling to indicate when the special agency bulletin will be tabulated, because the bureau's equipment has been turned over almost entirely to the population census.

■ The Census Bureau has also released preliminary tabulations of outdoor and miscellaneous advertising. Included in the last category are research service, handbill distribution, distribution of samples, and bus and trolley ads.

These figures showed there were 1,713 outdoor advertising companies in the country, 1,371 of them larger than a one-man operation.

The outdoor advertising receipts amounted to $218,958,000, with a payroll of $73,160,000. The outdoor companies employ 13,578.

Miscellaneous advertising receipts were $323,644,000 with 2,747 organizations involved in such activity. #

Lawsuit Reveals '58 Newhouse Effort to Buy 'Sunpapers'

BALTIMORE, June 23—Samuel I. Newhouse, operator of a mushrooming chain of newspapers throughout the country, made a June, 1958, offer to purchase a controlling number of shares of A. S. Abell Co., publisher of the Baltimore Sunpapers and owner of WMAR-TV, at a price two-and-a-half times the appraised value of the stock shares. (The offer was for $40,000,000, it has been reported.)

Facts relating to Mr. Newhouse's offer were alleged before Federal Court Judge R. Dorsey Watkins in a suit brought by Mrs. Jessie Black Blakiston of Beverly Hills, Cal., against Fidelity-Baltimore National Bank and Mercantile Safe Deposit & Trust Co., as trustees; the Fidelity-Baltimore and Gary Black, as executors, of the estate of Harry C. Black and A. S. Abell Co.

■ The suit contends that an improper value was placed on the 3,300 shares of A. S. Abell Co. stock arising from the estate of her father, the late Van Lear Black, when the stock was repurchased under an agreement set forth in the will of the late Harry C. Black, her uncle. Mrs. Blakiston claims that as a result of the low valuation of $138 a share placed on the stock by Mercantile Safe Deposit & Trust Co., she was financially injured.

Testimony by Marc Hass, a New York investment banker, and William L. Marbury, who formerly represented the Blakiston interests, revealed that the Newhouse offer of $335 a share was presented to two directors of A. S. Abell Co., but conditions for negotiations had not been met. Mrs. Blakiston is asking Judge Watkins to review the transaction by which A. S. Abell Co. bought the stock for $138 per share, and to set a higher share value on it.

'REPUBLICAN' EDITORS HIT NEWHOUSE BUY

SPRINGFIELD, MASS., June 21—The editors of the *Sunday Republican*, one of the three papers published here by Republican Co., in which S. I. Newhouse has bought a 40% interest (AA, June 20), expressed shock over Mr. Newhouse's purchase in a front-page editorial last Sunday.

"The work and pride of four generations is at an inglorious end," the editorial commented.

■ Mr. Newhouse bought the interest in the company, which also publishes the *Daily News* and the *Morning Union*, from relatives of the late Samuel Bowles. Mr. Newhouse also acquired the rights to purchase an additional 45% interest in the company at a future date from the widow and children of Sherman H. Bowles.

The editorial described Mr. Newhouse as "a stranger to this area" and said he typifies "absentee chain ownership."

Meanwhile, Boston Attorney Richard C. Evarts, in behalf of the family of the late Sherman Bowles, issued assurance the Springfield papers will remain "community newspapers, devoted solely to the interest of Springfield." #

Six Magazines Have Record Ad Gains in 1st Half

NEW YORK, June 24—Six consumer magazines rang up record revenues for the first half of 1960.

Life reported gross revenue for the first six months of the year at $70,500,000, as against $65,187,000 in 1959. Ad pages for the first half of '60 totaled 1,758, as against 1,785 in '59. The magazine published 25 issues in '60, compared with 26 issues last year.

The Saturday Evening Post reported an alltime high advertising revenue of $56,206,953 for the first half of 1960, compared to $46,805,859 for the same period a year ago, representing a gain of 20.1%. The *Post* contained 128 more pages of advertising for the six-month period than for the first half of '59.

Look's gross revenue for the first six months totaled $27,603,000, a 33% gain over the $20,725,000 reported in the same period last year. It carried 788 pages, up 21% from 650 pages last year.

Gross revenue for *Newsweek* in the first half was $14,105,406, a 13.6% gain over $12,437,955 in the like period last year. The magazine did not report its page figures for the period. It ran 1,516 pages in the first half of '59.

■ *Sports Illustrated's* gross revenue was $7,300,000 in the first half, up from the $5,582,000 reported in the same period last year. *SI* carried 1,297 pages, a 25.2% gain over last year's 1,036. *SI* carried 879 pages of national ads in the first half, 418 pages of regional. In the first half of '59, it carried 721 national pages, 315 regional.

Time, with a gross revenue of $27,000,000 in the first half, scored a 17% gain over the comparable period last year. *Time* ran 1,594 pages, or a gain of 105 pages over the first half of '59. #

Pasley Joins Universal

James L. Pasley has been named president of Universal Direct Mail Service Co., St. Louis, a division of Universal Printing Co. Mr. Pasley formerly was sales promotion manager of Trans World Airlines for the past nine years.

© TCP CO.

A recent Holiday photograph by Slim Aarons

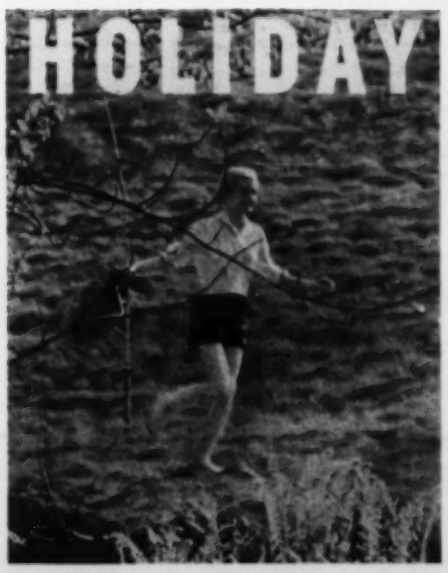
SHARE THE MAGIC OF A MOOD

A mood can work wonders. It is more than atmosphere or a stage setting; a mood has a persuasive power all its own. Mood is a secret of great art, great music—and great magazines.

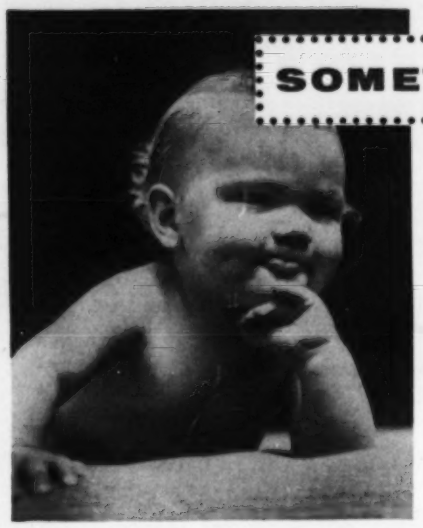
Holiday is a mood. It is devoted to a single theme: the full, rich enjoyment of life. Each month perceptive writers, photographers and artists explore and interpret this theme. Their articles and pictures, such as our lovely example above, capture the beauty and excitement of a fascinating world.

The Holiday Mood is shared by more than 900,000 active affluent families. Holiday is an important part of their way of life. And the Holiday Mood encompasses products as well as ideas, for both are a part of the enjoyment of life.

That is why advertisers aren't simply *in* Holiday. They are *part* of Holiday.



***There's a rewarding new world for you in* HOLIDAY**



SOMETHING TELLS ME...

You'll be better off when you

USE THE SERVICES OF

CENTURY

ELECTROTYPE COMPANY, INC.

Electrotypes • Travis R.O.P. Glass Mats
Plastic Plates • B&W and Color Proofing
Duplicate Photoengravings

160 East Illinois Street, Chicago 11 • DElaware 7-1541

Morton Names Rankin, Day

Morton Salt Co., Chicago, has appointed John M. Rankin to the newly created post of administrative sales manager and Richard E. Day has been appointed advertising manager of consumer products. Mr. Rankin was formerly western area sales manager. Mr. Day, formerly with Needham, Louis & Brorby, succeeds C. R. Rowland, who has been appointed southwestern division sales manager in Dallas.

'Car Craft' to Increase Rates

Car Craft, Los Angeles, will increase its advertising rates effective with its January, 1961, issue. Rates for a one-time b&w page will be increased from $600 to $700.

EWRR Promotes Roach

William F. Roach, market research manager of Erwin Wasey, Ruthrauff & Ryan, Chicago, has been promoted to associate research director.

Dayton Code Calls for Asking Media to Boycott False Ads

DAYTON, O., June 21—A four-point "Truth in Advertising" code has been adopted by three organizations here.

The Dayton Advertising Club, Dayton Better Business Bureau and Dayton council of American Assn. of Advertising Agencies have accepted a code prepared by a steering committee of nine.

The code states:

■ "Recognizing that truthful advertising is a sound business practice, we agree:

• "1. To make certain our advertising, as a whole and in all parts, is accurate and truthful.

• "2. To avoid statements or techniques designed to create a false impression or to conceal the true nature of the offer and any conditions that may actually be present.

• "3. Never to conceal or omit an essential material fact.

• "4. To make good on any promises made or implied in our advertising."

■ The Dayton Better Business Bureau staff under Hazel L. Nolan, secretary-manager, will act as the clearing house for all complaints concerning advertising. If the code is violated and cooperation cannot be obtained, the bureau will present the matter to the board of review, composed of no fewer than 25 members of the Dayton Advertising Club. No fewer than five members of the board will hear the complaint, and none of these shall have a direct interest in the matter.

The board of review may take one of several actions if the advertising is found in violation.

If the advertising is national, the National Better Business Bureau and the American Assn. of Advertising Agencies will be notified.

If it is local and the review board is unable to obtain the cooperation of the offending company, then it may request media to refuse any further advertising from the advertiser. #

Outdoor Advertising Inc. Publishes 'Outdoor Annual'

Outdoor Advertising Inc., New York, has published "Outdoor Annual," a 58-page booklet containing the best outdoor advertising poster and painted display designs, selected at the 28th National Competition & Exhibit of Outdoor Advertising Art, sponsored by the Art Directors Club of Chicago.

The annual, formerly called "Poster Annual," also contains an acetate scaling guide for 24-sheet and 30-sheet poster proportions, which may be removed and used as an art tool. Additional information on the booklet may be obtained from William F. Flower, director of public relations, Outdoor Advertising Inc., 360 Lexington Ave., New York.

James Lees Sets Campaign

James Lees & Sons Co., Bridgeport, Pa., will use color page ads in Sunday supplements, newspapers and consumer magazines this fall to introduce a single new carpet called Open House. Color ads are scheduled for the Oct. 10 issue of *Life*, the October issue of *Reader's Digest* and the Oct. 16 issues of *Sunday*, *Parade* and *Family Weekly*. B&w ads are slated for six independent supplements and 18 newspapers.

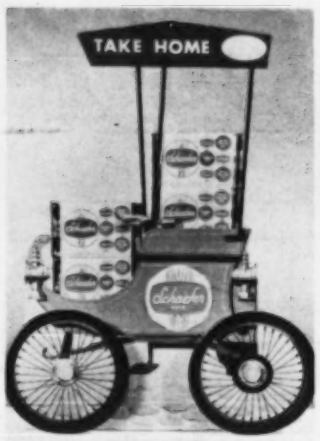
You're in ...in Indiana with the STAR and the NEWS

Whether you're selling beefsteak or broadlooms . . . you can sell your brand easier, quicker in this $3.8 billion, 45-county market with The Star and The News.

In 1959, this great morning and evening newspaper combination carried 72.18% of retail food and 80.9% of department store lineage.

The Indianapolis Star Morning & Sunday
The Indianapolis News Evening

KELLY-SMITH COMPANY NATIONAL REPRESENTATIVES



GOOD OLD DAYS—*F&M Schaefer Brewing Co., Brooklyn, is using this full-color dimensional antique car store display, designed to hold six-packs or quarts, to tie in with the current nostalgic trend.*

Colombia Coffee Group Continues $1,000,000 Push

Ads, Via Doyle Dane, Budgeted at Present Level for Five Years

NEW YORK, June 21—Juan Valdez, the symbol of Colombian coffee, is here to stay. The National Federation of Coffee Growers of Colombia has approved a tentative advertising budget, on a level at least as high as the current, initial one, for the next five years.

The account, which appointed Doyle Dane Bernbach, New York, last fall (AA, Nov. 16), bills an estimated $1,000,000. The agency has been instructed to prepare plans for the 1961 campaign, to be approved by a mission from the national committee, the governing body of the Colombian group, in August.

Gomez Jaramillo, federation general manager, said in New York last week that Colombia will continue to support the general coffee promotion programs of the Pan American Coffee Bureau and the International Coffee Agreement.

■ Juan Valdez was introduced in the Colombian campaign early this year, and he apparently has become successful as a symbol, and will continue to grace Colombian coffee ads. #

Curcio Agency Adds Account

Northeast Petroleum Corp., Boston, has appointed Andrew Curcio Advertising Co., Cambridge, Mass., to handle advertising, publicity and sales promotion for itself and a new affiliate, Northeast Petroleum Corp. of Rhode Island.

McLaughlin Joins Warner

David G. McLaughlin has been named sales manager for television in Canada for Warner Bros. Pictures Distributing Co. of Canada, with headquarters in Toronto. Mr. McLaughlin formerly was national film sales representative for All-Canada Radio & Television Ltd.

Kocour Joins Y&R

Max Kocour, formerly account supervisor at Needham, Louis & Brorby, Chicago, has joined Young & Rubicam, Chicago, in the same capacity.

Alaska Picks Bozell & Jacobs

Bozell & Jacobs, New York, has been appointed to handle advertising and public relations by the division of tourism and economic development of Alaska. The account will be primarily public relations with a small amount of advertising in Chicago and West Coast newspapers.

Lisy Joins Gold Bond Stamp

Clayton Lisy, former vp and account supervisor of John W. Forney Inc., Minneapolis, has been named advertising manager of Gold Bond Stamp Co., Minneapolis.

Boat Assn. to Keelor & Stites

Keelor & Stites Co., Cincinnati, has been named to handle advertising and public relations for the American Boating Assn.

ANSWER-AMERICA

Will Make Your *Client's* Advertising More Effective

Answer-America, a network with more than 250 telephone answering exchanges, with offices in the United States, Canada and Mexico, can offer your clients varied services *24 hours every day* . . . they can maintain branch offices, receive mail and orders, have phone service and listings in telephone directories. Mail can be addressed to any one of the Answer-American affiliates and will be sent to the general office for reply or forwarded on to established regional offices. Answer-America can also do special services, make telephone surveys, handle mail and telephone orders to tie in with local newspaper, radio and T.V. advertising. For complete information, write Answer-America.

Executive Office

ANSWER-AMERICA, INC., 55 East Washington Street, Chicago, Ill.

RAndolph 6-2339

AFFILIATE ANSWER CANADA

SEAL OF GOOD PRACTICE

CBS-TV
Channel 5

Kansas City and all that jazz

There's a new kind of jazz in Kansas City these days. Cool. Collected. Professional. But also very much alive.

And it's jumped right off Twelfth St. (the Rag, you know) and into the auditoriums at Kansas City University and the Conservatory. Or you can catch it in more traditional surroundings over on Troost Ave. or out on Blue Ridge Road. This new jazz harmonizes with Kansas City. For exciting things are happening here. It's a moving, imaginative, responsive community of more than a million.

And Kansas City responds — so say ARB and Nielsen — to KCMO-TV. Largely because we broadcast at maximum power from America's tallest self-supported tower. And partly due to the fact that we dig Kansas City all the way.

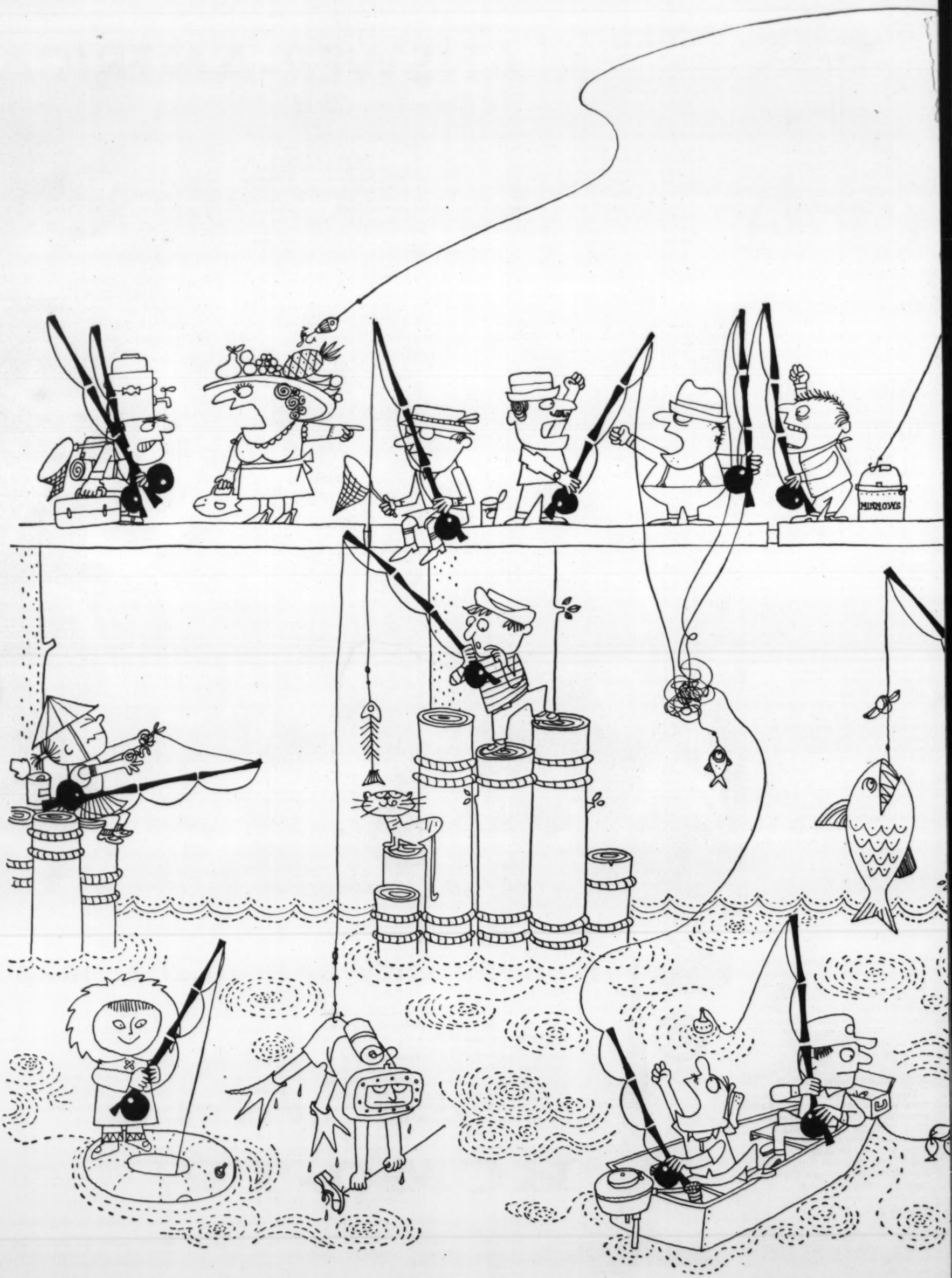
KCMO-TV

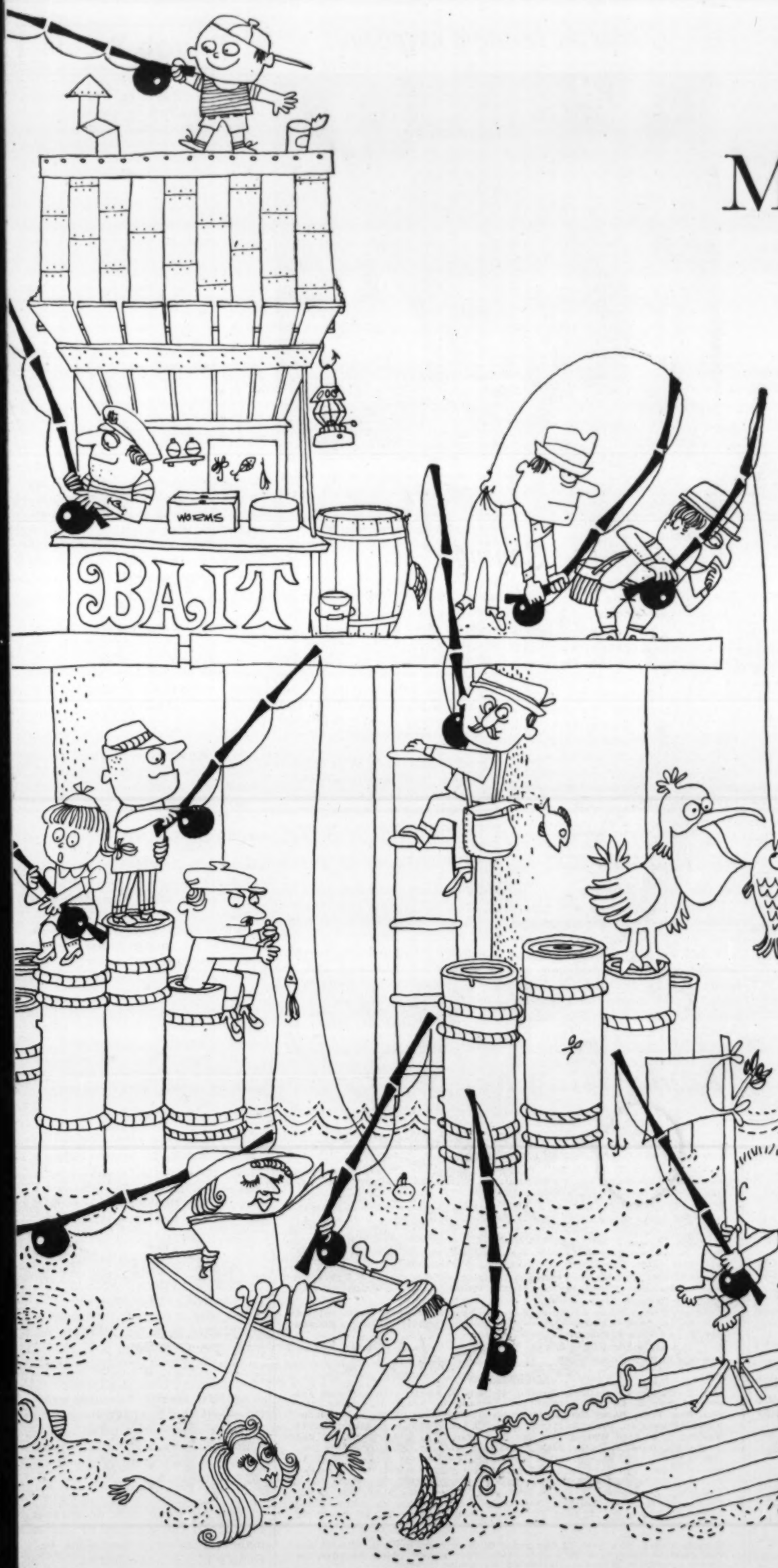
Kansas City, Missouri
E. K. Hartenbower, Vice President and General Mgr.
Sid Tremble, Station Mgr.

KANSAS CITY	KCMO	KCMO-TV	The Katz Agency
SYRACUSE	WHEN	WHEN-TV	The Katz Agency
PHOENIX	KPHO	KPHO-TV	The Katz Agency
OMAHA	WOW	WOW-TV	John Blair & Co.—Blair-TV
TULSA	KRMG		John Blair & Co.

Represented nationally by The Katz Agency

Meredith stations are affiliated with BETTER HOMES AND GARDENS and SUCCESSFUL FARMING Magazines.





Media's Law:

To a retailer of rods and reels, the pulling power of an advertising medium is equal to the number of rods and reels retailed.

To media men, pulling power is influenced by several inter-related factors.

The law or formula looks like this:

Pulling Power
=
Circulation Volume
×
Editorial Vitality
×
Reader Confidence

The larger measure of these ingredients in the Chicago Tribune accounts for the greater results produced for advertisers.

The Chicago Tribune, with a circulation 1½ times that of any other Chicago newspaper, out-pulls the other papers by at least 3 to 1 and as much as 15 to 1.

More Chicago families read the Tribune than the top five weekly magazines combined; more than six times as many Chicagoans turn its pages as turn on the average evening TV show!

Chicago Tribune

The Editorial Viewpoint . . .

Act on the Boggs Bill

People in the advertising and public relations business, who a week ago harbored faint hopes for passage of the Boggs bill to protect business from tax reprisals for advertising or public relations activities expressing views on controversial legislative issues, have taken new heart from the action of the House ways and means committee in unanimously reporting the bill out.

The bill (H.R. 7123), sponsored by Rep. Hale Boggs of Alabama, ought to be passed into law, but its future is still doubtful—mostly because Congress is scheduled to adjourn in about two weeks. Hence anything advertising organizations and individuals can do to hasten its passage—definitely including telegrams to their representatives in Congress—seems called for.

The Boggs bill specifies that no business expenditure (including advertising) that is reasonable and necessary is to be disallowed for tax purpose "merely because" it was incurred to support or oppose legislation. In addition to solving an important advertising problem, it also would end debate on whether dues payments to trade associations which engage in lobbying activities are or are not deductible for tax purposes.

The bill has the tacit, if not the open, approval of the Treasury Department, which apparently sees in it what most business men see in it—a reasonable opportunity to clear up an unclear and unreasonable restriction in present day law.

We hope it will become law.

The Creators Are Restless

A great deal has been said and written about McCann-Erickson in recent years, and we have contributed at least our fair share of the discussion.

Whatever else one may say about the huge agency, it is as clear as anything can be in this business of ours that the powers that be at McCann have no hesitancy about trying things out. They are certainly no slaves to the status quo, and no careful observers of custom and tradition. And for this willingness to experiment and to strike out on new trails, they deserve a great deal of credit.

Currently McCann is experimenting with a new creative unit, freed not only of administrative worries and problems, but also of day-to-day deadlines and schedules. The McCann subsidiary, called John H. Tinker & Partners (after well-known writer and art director John Tinker), seemingly has not yet completely shaken down, but its apparent purpose is to allow mature creative talent to pursue the answers to creative problems without becoming enmeshed in day-to-day management and administrative problems and without constantly being harassed by deadlines.

The experiment is a noble one, and we hope it works, although there is something about the ivory-tower approach to advertising problems which inherently frightens us. The stereotype of the advertising genius who hits upon exactly the right words and music while locked in an inaccessible eyrie is, we suspect, almost pure fiction; in general, the best ad campaigns seem to grow out of more than casual nose-rubbing with the product, its distribution problems, its characteristics and its potential uses.

Nevertheless, the over-all problem is an important one, and we are glad to see McCann experimenting in a new and intriguing direction.

We are interested, also, to note that Kenyon & Eckhardt has revised its creative setup so as to make complete groups responsible for all the creative activities on an account. Previously, the agency had used the departmental system, with commercial production, art and copy operating as separate departments.

The team or group system, with all work integrated, seems to us a far better system, providing the groups are large enough so that they can include experts in the various specialties.

Wonders on the Horizon

If some of the forecasts of speakers before the annual meeting of the American Marketing Assn. are to be believed, there is no need to worry about what we are to promote during the years ahead. We will have a whole new grab-bag of exciting new products and services to sell, and they should go like the proverbial hot cakes.

D. Reed Weedon Jr., of Arthur D. Little Inc., enunciated enough new products and ideas he sees on the horizon to keep all of us busy for a considerable time to come. But we also agree with Robert J. Eggert, of Ford Motor, who thinks customers are getting "choosier" and harder to please. We are particularly impressed with this statement:

"There will be increased discrimination in customer demands for dependability. Manufacturers with trouble-free products and dealers who offer service that can be depended upon will find more customers. We certainly have grown more sensitive to this trend in the automobile business. The buyer just seems less tolerant than he used to be."

Gladys the beautiful receptionist

—Sandy Woodbridge, Bozell & Jacobs, Omaha.

"Is our research department in a jam! The boss dropped $600 on the race tips they gave him."

What They're Saying . . .

Ten-Year Picture of Convenience Foods

One out of every three kitchen-work-reducing food items sold now was unheard of ten years ago. Meanwhile, supermarkets have drastically increased the number of items they offer the consumer. The average supermarket now handles 6,100 items compared to 3,700 ten years ago. And the company I serve now produces 102 products, two-thirds of which have been added in the past ten years.

—W. B. Murphy, president, Campbell Soup Co., speaking to the National Federation of Financial Analysts Societies in New York.

Let the Buyer Beware

I advise housewives and others to be careful of alluring misleading bulk mail ads they receive. My wife fell for one of them. Later a fast-talking pitchman visited our home. I very foolishly put my name on the dotted line of their small print agreement. For our $50 in monthly payments, we received some inferior, thin enamelware and what was supposed to be a stainless steel kitchen set. I wish you could see it after 30 days.

I advise readers of this column to patronize reputable, established stores who advertise in the local papers for more reasons than one.

A Reader

—Letter in the Chicago Sun-Times.

'Good Manners to Win Friends'

Putting it as simply as possible, I think we can call public relations "good manners to win friends" and point out that the way to achieve good public relations is to do good and provide systematic communications to describe what we do. False modesty has no place in this program but neither does bragging or blatant self-praise. It is simply good common sense to recognize that public opinion is a force which, constructively nurtured and fostered, can contribute much to the success of any enterprise.

—R. Woolcott Hooker, senior vp, Hooker Chemical Co., Niagara Falls, N. Y.

Advertising Age

Trademark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

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ADVERTISING

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25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Rough Proofs

Distribution of coupons intended for redemption by consumers has given a wonderful opportunity to sharpshooters who find them just as profitable and not nearly as hazardous as counterfeiting.

•

"Morgan charges publishers don't back ad field," the headline says.

And some of their editors have no idea where their paychecks are coming from.

•

Both the maker of and the agency for Regimen, the weight reducer, have been indicted by a New York grand jury.

Is the 15% supposed to cover legal liabilities of this character?

•

"McCann sets up creative unit free of administrative details, worries," headlines the world's greatest advertising journal.

Sometimes, they say, it takes the pressure of deadlines to stimulate the creative urge.

•

Arnold Palmer told readers of the *Post* that he planned to capture golf's four greatest titles this year, and then he shot a 65 in the final round of the National Open to show just how he does it.

•

"The advertising business is still being invented," remarks James W. Wallace of Ayer.

And unfortunately some of the best inventions can't even be patented.

•

"Want a cabin for hideaway vacations?" asks *The American Home*.

It's a great idea provided you can hide far enough away from all those new superhighways.

•

"Every advertisement," says Leo Burnett,. "starts out as a blank sheet of paper."

And some advertisers complain they draw a blank even after the paper is covered with ink marks.

•

The indefinite postponement of the Medical Radio System suggests that while doctors undoubtedly love advertising, they hesitate to pay for the privilege of having it delivered to their busy offices.

•

"Central Registry program to build door-to-door magazine seller's image," the headline says.

The idea is to show that he may not always be a boy working his way through college.

•

An FTC hearing examiner wondered out loud "how chastened the Madison Ave. crowd is."

Don't answer, boys—the umpire can throw you out of the game.

•

With all those new deodorants coming on the market, the adult male and the adult female are becoming highly self-conscious.

COPY CUB.

got a product for OUTDOOR fun?

Boating and Fishing is daily in South Florida . . . a 12-month-a-year family sport . . . an amazing market for boats, outboard motors, marine and fishing equipment . . . stimulated by **THE MIAMI HERALD's** "4-Star Boating-Fishing Package."

SOUTH FLORIDA is definitely a **NEWSPAPER MARKET** and **THE MIAMI HERALD** is the **TOTAL SELLING MEDIUM.** Hook up for good dividends!

"4-STAR BOATING-FISHING PACKAGE" builds a responsive audience

★ **"Boating with Jim Martenhoff"**— a daily column awarded the Thomas Fleming Day top prize for BEST IN THE NATION.

★ **"Fishing with Vic Dunaway"**— a daily column of up-to-the-minute reel-and-rod news that anglers swear by!

★ **The Herald-sponsored Metro Miami Fishing Tournament**... world famous... 54,485 entries this year... columns of news and pictorial coverage.

★ **The Herald Friday "Outdoor Pages"**... they point up a complete package of weekend fun under the sun.

HAVE YOU SEEN THE NEW BROCHURE ON
MIAMI / SOUTH FLORIDA MARKET?
YOURS FOR THE ASKING. PUBLISHED BY
Story, Brooks & Finley, National Representatives.

The Miami Herald

2nd IN THE NATION IN VOLUME OF NEWS, EDITORIAL FEATURES AND TOTAL ADVERTISING

185,000 people found home furnishings ideas here

A CURTIS MAGAZINE

THIS IS THE STREET American Home helped pack with more home furnishings ideas than any other street in America! It's in Houston, Texas – lined with 31 quality model homes. Houston's Home Builders Association called on American Home exclusively to help decorate and furnish them. Editor John Carter led a crack editorial team into the city. Local decorators from 28 department and specialty stores pitched in. The street bustled with activity. All the excitement of American Home's decorating and furnishings know-how suddenly burst into life. Result? Huge crowds. At last count, 185,000 people visited the All-American Home street of dreams . . . largest turnout in the 9-year history of

Houston's Parade of Homes. Unusual? Not for the new American Home. It's typical of the excitement American Home stirs up month after month among 12,000,000 home-conscious men and women. There's a new youthful vitality . . . a new depth of information . . . a bright new look about this bright new book. It devotes a greater share of its pages to decorating and furnishing – colors, fabrics, furniture, appliances – than any other big magazine. And that goes for meal planning, building and remodeling, too. This is the magazine that can make your product the talk of the best streets in America!

American Home editors and 22 local decorators plan each model home.

Brand name home furnishings featured throughout.

Foley's window displays . . . typical of leading department store tie-ins.

In-store displays . . . like Joske's . . . also spotlighted the event.

American Home editors make final check before opening day.

The scene is set . . . 31 model homes decorated and furnished with the cooperation of American Home.

Editor John Carter "cuts the ribbon" with Mayor Cutrer and Miss Houston.

And they lined up to get in . . .

G. J. Neilson, Exec. Sec., Houston Home Builders Assn. says: "... American Home added dignity, recognition, and national prestige to our show . . ."

Q — Is there a more effective way for you to sell the THOUGHT-LEADERS of Agriculture?

A — Yes! Visualize your sales story in the unique editorial climate of the new BETTER FARMING METHODS coming in July.

BETTER FARMING METHODS
50,000
Professional and Community Leaders

Call your BFM Marketing Specialist for a complete explanation of this THOUGHT-LEADER concept.

Specialized Magazine for Agricultural CHANGE-AGENTS

BETTER FARMING METHODS
Watt Publishing Co. Mount Morris, Ill.

BPA

Clough Elected President

Irene Clough, *Philadelphia Bulletin*, has been elected president of the Philadelphia Club of Advertising Women. Also elected were Ann Richter Lewis, Zabel Bros., 1st vp; Ronnie L. Barth, WRCV-TV, 2nd vp; Elizabeth Eichman, Eichman Advertising, treasurer; Alice S. Brothers, Stephenson-Brothers, assistant treasurer; Janet W. Conroy, Walter T. Armstrong Inc., recording secretary, and Phyllis M. Lewis, Ullman Organization, corresponding secretary.

Royal Distilled to Morrissey

Royal Distilled Products Inc., Chicago, has appointed John B. Morrissey Co., Chicago, to handle its account. Royal recently was appointed to serve as exclusive distributor for Grommes & Ullrich pre-war straight Kentucky bourbon whisky and plans for an intensive direct mail, newspaper and trade publication campaign are being developed.

13 S.F. Radio Outlets Bury Ax in Joint Promotional Effort

NEW YORK, June 21—Thirteen competing radio stations have put aside their differences and have locked arms in a joint effort to sell their medium and their market—San Francisco. Even the stations' representatives have ceased firing long enough to play host to these members of the San Francisco Radio Broadcasters Assn. as they tour seven of the major markets to deliver their 20-minute color slide and talk presentation to time buyers.

The broadcasters gave their presentation, entitled "San Francisco—Radio Market with a Golden Gait," here June 14 and 15 and will spend the remainder of the month marching through Detroit, Minneapolis, Chicago, St. Louis, Hollywood and Los Angeles to deliver their gilded figures touting San Francisco as the No. 2 market west of the Mississippi.

■ Some of the facts pointed up in the presentation: San Francisco Bay Area's population has reached 3,752,000, or four times what it was in 1900; unemployment is 4% compared to a national average of 6.4%; -in 1958, San Franciscans spent $4,818,309,000 in taxable retail sales, compared with Detroiters, who, although greater in number, spent $4,500,000,000 during the same year; there is one car for every 2.2 people in San Francisco; it attracts 1,622,923 tourists a year who spend $85,690,334 in the market, and it has the greatest percentage of population in the heaviest buying group—20-49 years—of any of the top markets. The broadcasters end with flourish by showing that radio in San Francisco has a cost per thousand of 81¢, compared with television's $1.25, and newspapers' $12.83.

■ The traveling station managers who participated in the presentation were J. Walter Carroll, KSAN; Milton H. Klein, KEWB; William E. Nichols, KFRC; Homer Odom, KABL; William D. Shaw, KSFO, and Maurie Webster, KCBS. Other member stations of the broadcasters group are KDIA, KFAX, KGO, KNBC, KOBY, KRE and KYA. Representatives of these stations, who set up the presentation in the seven markets, were CBS Radio Spot Sales, H-R Representatives, Katz Agency, AM Radio Sales Co. and Adam Young. #

Byron Joins NBC-TV Sales

Edward A. Byron, one of broadcasting's veteran producers, has joined the sales department of NBC-TV, New York. He will concentrate on the sale of news and public affairs shows. As president and owner of Byron Productions, Mr. Byron created and produced "Mr. District Attorney" and several other shows.

Trenner Resigns WBNY Post

Harry Trenner has resigned as exec vp and general manager of WBNY, Buffalo, to take a more active interest in WFEC, Miami, which he owns. Mr. Trenner will sell his interest in WBNY to Straus Broadcasting Co., thus making Straus full owner of the station.

Aqua Pool Names Yount

Aqua Pool Construction Corp., Miami, Fort Lauderdale and Vero Beach, has appointed Yount Co., Pompano Beach, Fla., as its new agency.

Imbrey Joins Ehrlich, Neuwirth

Kermit Imbrey, formerly with Benton & Bowles, has joined the account staff of Ehrlich, Neuwirth & Sobo, New York.

THE AWARD-WINNING VOICE OF AUTHORITY IN THE PIEDMONT CAROLINAS

Collectively, these awards mean that WBT's 38 years of broadcasting have made it the trusted and authoritative radio voice of the multi billion-dollar market in the Piedmont Carolinas.

WBT
CHARLOTTE 50,000 WATTS

AWARD-WINNING VOICE of AUTHORITY in the PIEDMONT CAROLINAS

2,216,600
2,216,600 consumers populate the 75-mile radius around Charlotte . . . a population larger than the comparable area served by Atlanta.

Jefferson Standard Broadcasting Company

Represented Nationally by CBS Radio Spot Sales

HOW'S **DETROIT** DOING?

Auto sales are up and the haulaways are rolling out of Detroit loaded with shiny new cars. America's in a car-buying mood and Detroit's feeling the effects.

Detroit's Department Store sales are 9% ahead of last year—and still climbing. So's The Detroit News' circulation. Sundays, it's the highest ever reached by a Michigan newspaper—653,106. Weekdays, it's 487,284—highest in Detroit News' history, and way ahead of any other newspaper in the six-county trading area, where 98% of Detroit's retail sales are made.

Got something to sell? Detroit means business—business means The News!

653,106 Sundays—487,284 Weekdays
average for 3-months period ending
3/31/60 filed with ABC, subject to audit

The Detroit News

New York Office: . . . . . Suite 1237, 60 E. 42nd St.
Chicago Office: . . . . 435 N. Michigan Ave., Tribune Tower
Pacific Office: . . . . . 785 Market St., San Francisco
Miami Beach: . . . . . The Leonard Co., 311 Lincoln Road

Grey, Ward Baking Named in Idea Theft Suit by PR Company

NEW YORK, June 21—Associated Counselors Inter-National, a Washington public relations company specializing in the Negro market, filed suits for $250,000 each against Grey Advertising Agency and Ward Baking Co., New York, last week.

Associated Counselors claimed in its district court action that Ward, maker of Tip-Top bread, and Grey, "acting jointly and severally and without notice adopted, initiated, and publicly announced a plan for making the products of defendant Ward better known among the Negro consuming public, which was substantially the plan proposed by the plaintiff and which was based upon and appropriated from the plan proposed by plaintiff."

The specifications of the complaint state that Ward and ACI began negotiations in May, 1959, and that Ward and Grey requested a written plan outlining a tentative program in July, 1959. ACI claims that Ward and Grey put ideas set forth in the 12-page plan, submitted later that month, into effect without further consulting them.

■ The plans called for consumer consultants to conduct an awards program and educational program aimed at the Negro market, Dolph Thompson, president of ACI, told ADVERTISING AGE.

In the Ward version of the plans, Mr. Thompson said, the baking company hired Althea Gibson, Negro tennis star, as its "community relations representative." Her duties, he said, were substantially the same as those outlined in a plan which he claims ACI submitted.

The Washington pr outfit, in operation for almost six years, reports that it represents Safeway food stores, Frigidaire, the Potomac Electric Power Co., and other trade and religious organizations. #

Schram Adds Three Accounts

Schram Advertising Co., Chicago, has added three new accounts. They are Manhattan Pickle Co., Chicago; Big Ben Discount Self-Service Shoe Centers, Chicago, and Metal Trees Corp., Chicago, manufacturer of aluminum Christmas trees.

Glenn Names 2 in Houston

Robert S. Heller has been named general manager of the Houston office of Glenn Advertising, Dallas. The agency has also added Edward Chalmers, senior industrial account executive, to its Houston office.

Young Forms FM Rep

Adam Young, president of the tv and am radio station representative companies bearing his name, has formed a separate company, Adam Young FM Sales, New York, to represent fm stations (AA, April 11). Lee Redfield, formerly with Edward Petry & Co., will head the fm company. The first stations to name Adam Young FM Sales as their representative were KITT, San Diego, and the Concert Network stations: WNCN, New York; WBCN, Boston; WDAS-FM, Philadelphia; WHCN, Hartford, Conn.; WXCN, Providence, R. I.; WMTW-FM, Mt. Washington, N. H., and WBVA, Washington.

Vendo Tests Drive-in Food, Drink Vending Service

Vendo Co., Kansas City, vending machine manufacturer, in cooperation with Esso Standard division of Humble Oil & Refining Co., is conducting a test for drive-in food and drink service from vending machines. Each installation consists of eight vendors enclosed in a modern structure. An angled roof overhang of aluminum protects the equipment and offers shelter to customers.

Vendo recently served 50 foreign exchange students complete hot turkey dinners from its automatic vendors.

Stone Container Opens Push

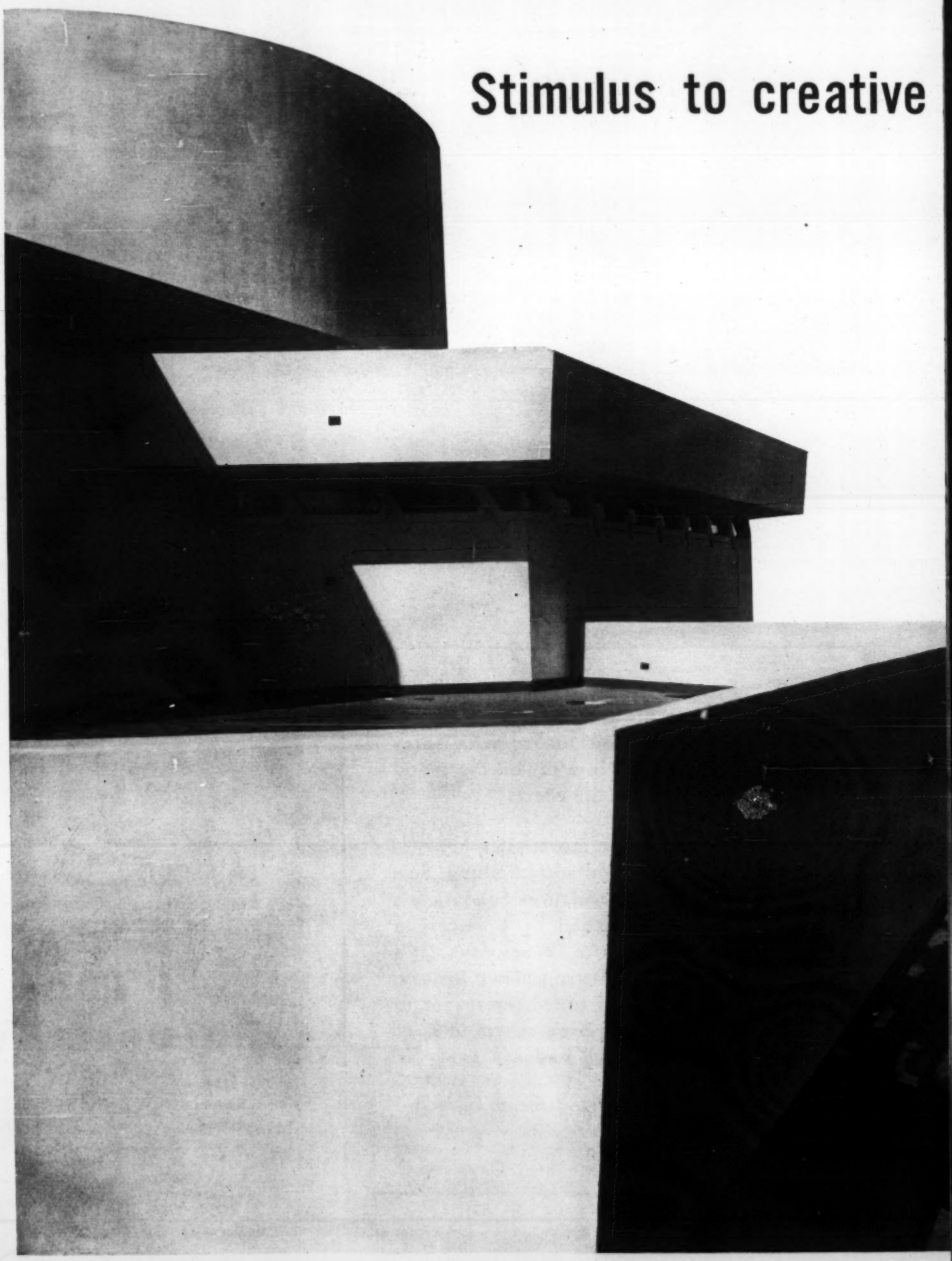
Stone Container Corp., Chicago, launched a corporate image advertising campaign with a one-third page ad in the June 4 issue of *Business Week*. A total of 13 ads will be spread through the remainder of the year, with three different copy themes employed alternately. Each of the three themes relates the corporate name, Stone, to a property of the physical substance "stone." Fuller & Smith & Ross, Chicago, is the agency.

Harris Joins Meyerhoff

Bettina Gorfinkle Harris has joined Arthur Meyerhoff Associates, Chicago, as copy supervisor. Mrs. Harris was formerly advertising director of Evans Fur Co., Chicago.

Fisher Names Migdow Exec VP

M. M. Fisher Associates, Chicago, has appointed Ben Migdow exec vp and secretary. Mr. Migdow, formerly vp and secretary, joined the agency in 1958.



New Horizons For You, Too

Why are there such great increases in Travel and Resort advertising in The Mirror? Because as its readers prosper, they reach out for new horizons, new lands new vacations. You skim the cream off the New York mass market when you advertise in The Mirror.

Make The Mirror a MUST!

WKMH Goes from CBS to MBS; Mutual Adds Eight Others

WKMH, Detroit, formerly a CBS Radio affiliate, has joined Mutual Broadcasting System. CBS announced that it terminated its affiliation with WKMH because the station continued to cut back the number of network shows it carried. Mutual's previous affiliate in Detroit, CKLW, has gone independent.

KXYZ, Houston, an ABC affiliate, has signed a dual affiliation with Mutual. Mutual's former affiliate in Houston was KRCT. Seven other stations, all former independents, have joined Mutual. They are WMSC, Columbia, S. C.; KCLF, Clifton, and KCKY, Coolidge, Ariz.; WDOR, Sturgeon Bay, Wis.; WSUZ, Palatka, Fla.; WBNL, Boonville, Ind., and WGAW, Gardner, Mass.

Tripler Buys Spots on WCBS

F. R. Tripler & Co., New York, men's haberdasher, is using radio for the first time, with a schedule of safety announcements over Memorial Day, Fourth of July and Labor Day weekends on WCBS, New York. The company is airing 48 one-minute spots in each of the four-day holiday weekends. Each spot, taped by a WCBS announcer, Jack Sterling, devotes 20 seconds to the advertising message and the remaining 40 seconds to safety precautions. Fuller & Smith & Ross is the agency.

Listerine Names McMasters

Gene McMasters, formerly with Ogilvy, Benson & Mather, has joined Warner-Lambert Pharmaceutical Co., Morris Plains, N. J., as product director for Warner-Lambert products division, responsible for the Listerine antiseptic and dentifrice lines.

Cutout Letters Grow in Industrial Promotion Use: 'AR'

CHICAGO, June 21—*Advertising Requirements* in its July issue points up the increased use of three-dimensional letters by industrial sales promotion personnel for various identification purposes in an article entitled "How to Buy Cut Out Letters."

AR notes many of the situations in which the letters are being used, such as: company and brand identifications on buildings, point of purchase exhibits, identification on sides of trucks and other commercial vehicles and price information.

■ Letters are available in all sizes and a variety of materials, including wood, tile, plastic, paper, cork, latex, cloth and various metals.

Cutout or raised letters can solve a variety of problems, the article points out, "for in this area of sales promotional activity, where it is so important to express a point of view, convey information and activate people, they are basic tools waiting to be used." #

Anderson Adds Old Spice

Alastair B.W. Anderson has been appointed product manager for Old Spice for men by Shulton Inc., New York. He joined the company in 1956 and will continue as product manager for Bronztan and several other specialty products.

architectural and engineering design

ARCHITECTURAL RECORD has attracted the largest number of architect and engineer subscribers in the history of its field by finding out what they need and supplying it in ways that inform and stimulate.

Effective editing hinges on an unflagging awareness of the activities, problems and interests of readers.

A tall order in the architectural field . . .

Consider . . . the fluctuating interest of architects and engineers in individual building types as they vary in volume . . . the design implications of new products and methods . . . the unceasing clash and accommodation of taste and technology . . . the fast changing programs of industry, commerce, government, education and medical care for which architects and engineers must plan . . .

Even Architectural Record's highly qualified editorial staff would be severely handicapped without its . . .

Exclusive Information Facilities:

- On building planning activity: F. W. Dodge Corporation's daily *Dodge Reports.*
- On construction trends: *Dodge Statistics.*
- On costs: Dodge's *Dow Building Cost Calculator.*
- On reader interests: *Eastman Research Organization* plus *Continuing Readership Research.*
- On education and medical care: Record's sister publications, *The Nation's Schools, College and University Business, The Modern Hospital.*

Rewarding Reading — With the aid of these penetrating and accurate information sources Record editors are better able to serve promptly the full range of architect and engineer interests . . . and to alert their readers to tomorrow's opportunities.

Moreover, *all* the Record's editorial resources —including an unequaled number of editorial pages—*are concentrated on serving architects and engineers.* Its timely building presentations, authoritative technical articles, expert drawings and perceptive photographs all speak *their* language. And its editorial content is enriched for them by the world's leading architectural critics, practitioners and innovators. From cover to cover Architectural Record is rewarding reading and *a stimulus* to creative design

Leadership Results: Architects and engineers have voted Architectural Record "preferred" in over nine out of ten independently sponsored studies. And more architects and engineers subscribe to the Record. They're *active*, too—verifiably responsible for over 89% of all architect-planned building!

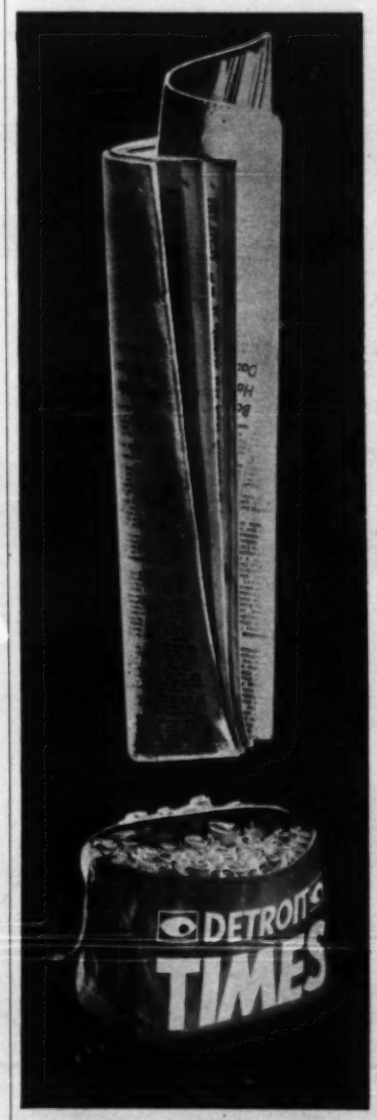
ONE MORE RESULT: again in 1960 more advertisers are placing more advertising pages in Architectural Record than in any other architectural magazine. The Record's margin of leadership—*60 per cent!*

Kalita Humphreys Theatre, Dallas, Texas.
Architect: Frank Lloyd Wright.
Photographer: Messina Studios.

Architectural Record

119 West 40th Street
New York 18, N. Y.

"stimulus to creative architectural and engineering design"



83%
HOME DELIVERED

. . . and wheeled to the doorsteps of your best potential customers—loyal metropolitan-area readers of The Detroit Times who are influenced daily by its advertising messages. And a resounding 234,333 Detroiters in the metropolitan area alone read the Times exclusively (130,889 more than Detroit's morning paper*). Be assured . . . the Times will deliver enviable sales results.

*Detroit News 5th Quinquennial Survey

KEEP YOUR EYE ON THE TIMES

Detroit Times

Represented nationally by
HEARST ADVERTISING SERVICE INC.

Switch to Lake Shore
for *faster* service!

ELECTROTYPES · NEWSPAPER MATS
REILLYTYPES · PLASTIC PLATES

LAKE SHORE ELECTROTYPE DIVISION
1224 W. VAN BUREN · CHICAGO 7, ILL. · SEeley 8-1010

GOA Names Henke, Benson

General Outdoor Advertising Co., Chicago, has appointed Carl Henke director of national sales and L. Stewart Benson manager of its South Bend, Ind., branch. Succeeding Mr. Henke as director of marketing and research, is Mack Gorhan, formerly assistant to Mr. Henke. Mr. Benson, with GOA since 1939, was formerly western manager of national sales.

O'Grady Joins Vickers

Michael O'Grady has joined Vickers & Benson Ltd., Toronto, as an account executive. Mr. O'Grady was formerly an account executive of Grant Advertising (of Canada) Ltd.

FDA Stands Pat as Congress Mulls Lipstick Additives

WASHINGTON, June 21—The Food & Drug Administration made another threatening pass at the lipstick industry, but Congress seemed to be on the verge of passing new color additives legislation (H.R.7624) which will enable the combatants to shake hands.

Since last October manufacturers have faced an FDA order which prohibits use of 14 coal tar colors vital to some of the industry's most popular shades. FDA protests that it has no enthusiasm for the assignment, but it contends that it has no choice under existing law which prevents it from authorizing the use of additive that is found to be "toxic."

Cosmetic industry leaders have been cool toward the additives bill because it shifts the burden of proof for safety in additives to the manufacturer. The bill passed the Senate last year, however, and would probably have passed the House too, except that it got bogged down in the post-cranberry uprising over too-tough regulation by FDA.

■ Industry hostility to the bill was tempered by an interest in the sections which for the first time authorize FDA to fix tolerances for additives which are toxic but not cancer-causing.

FDA has long pressed for legislation requiring manufacturers to prove safety of additives. Legislation establishing this procedure for the food industry passed Congress a year ago and became effective in March.

Similarly, FDA said it lacks facilities to test all additives that manufacturers use in cosmetics.

■ Since October, when it announced its intention of banning 14 coal tar colors in lipstick, FDA has held a hearing.

It received testimony that coal tar colors can have a toxic effect, but witnesses for the lipstick industry contended that the evidence did not show any danger in the quantities that are used in lipstick.

At a press conference June 15, FDA Commissioner George Larrick reported that his staff has considered protests against the proposed lipstick color ban registered by manufacturers, but that it has no alternatives under the existing law. He gave the industry another 20 days for further comments.

His statement emphasized that existing law permits use of coal tar colors only if they are completely harmless and suitable for use in drugs and cosmetics. There is no existing procedure, FDA said, for authorizing use of small amounts where toxicity may be disregarded.

The cosmetic additives bill lingered in the House committee on interstate and foreign commerce while committee members re-examined the cancer problem in the light of the cranberry scare.

Existing law requires FDA to ban any additive that is cancer-causing under any circumstances. Some technicians contend the outright ban should apply only if there is evidence that the product is cancer causing in humans. There have been proposals for a procedure permitting FDA to set tolerances of cancer-causing materials, as it does for toxic additives in the new food additives bill, and as it is proposing to do in the cosmetic additives bill. After listening to a number of leading scientists the committee decided the problem of determining the cancer potential of an additive is so complex that no relaxation of the existing ban on all cancer producing agents would be safe. #

VanZelm Names MacLellan

VanZelm Associates, Baltimore designer and manufacturer of launching and arresting gear for aircraft and ground vehicles, has appointed MacLellan Associates, Baltimore, to handle its advertising and public relations.

KCBS Names Worth

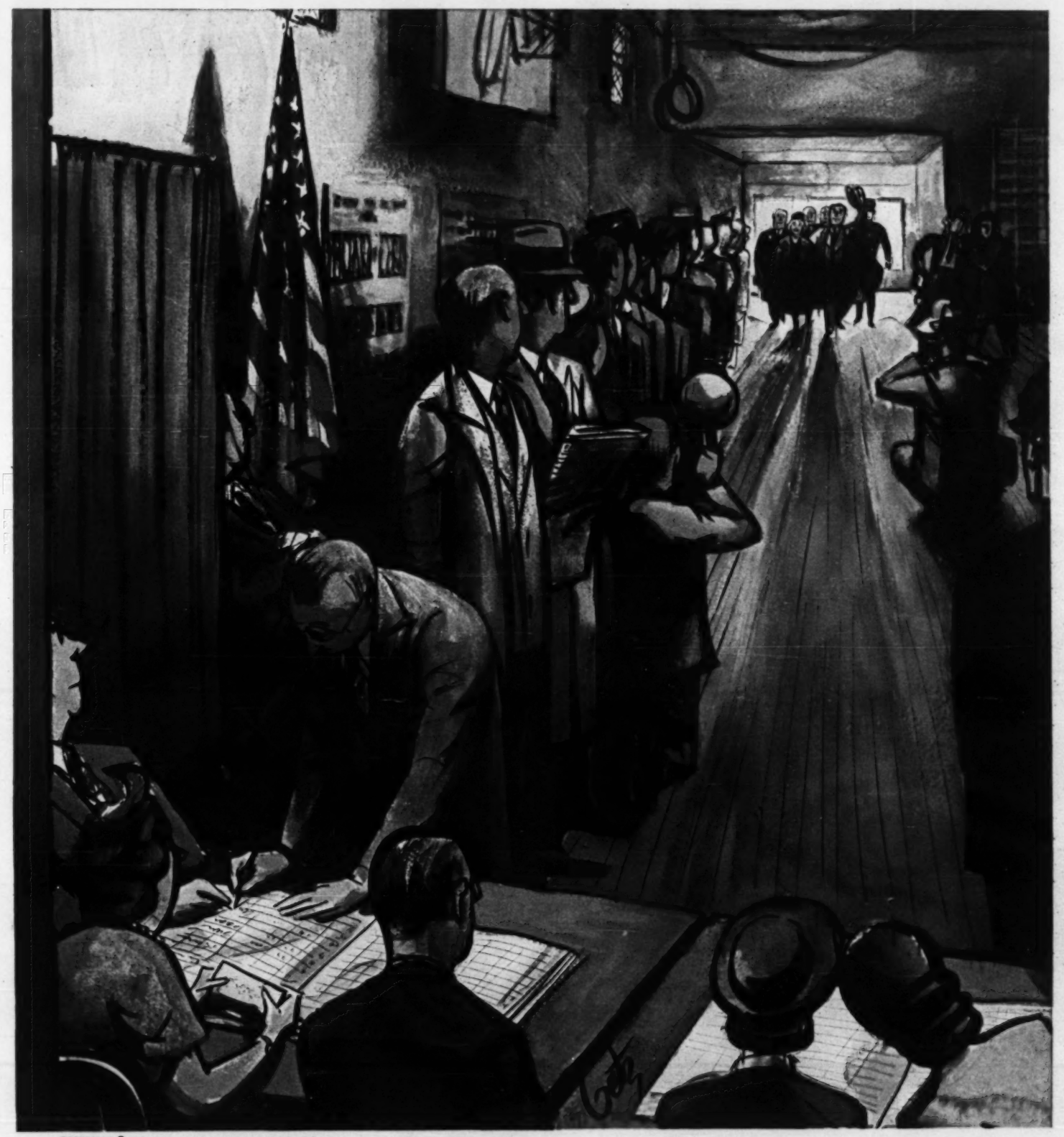
Pede Worth, program director of KCBS, San Francisco, has been named manager of sales projects at the radio station, a new position

PHIL SILVERS, CBS-TV STAR

Up to your neck in it? If you're not, here's an idea that might help you collar some extra coin. Present these facts to the boss. Consolidated, as the world's largest enamel printing paper specialist, offers *finest* quality for *less*. Specifying Consolidated Enamels for booklets and other printed material can save him money without sacrificing quality. Get free test sheets. Have your printer test them on your next printing order, comparing performance, quality, costs! Then keep your chin up.

Available only through your Consolidated Paper Merchant

Consolidated
WORLD'S LARGEST SPECIALIST IN ENAMEL PRINTING PAPERS
Consolidated Water Power & Paper Co. · Natl. Sales Offices, 135 S. La Salle St., Chicago



COPYRIGHT © 1950 THE NEW YORKER MAGAZINE, INC.

The New Yorker creates

"Thirteen years ago, I wrote The New Yorker on the occasion of the Greenville Trial piece to say that the magazine had consistently done better reporting than any other periodical. This is as true today as it was in 1947."

Walter Lippmann

How much should you pay for a good submarine?

John Kenton says a *Skipjack* costs $50 million, a Fleet Ballistic Missile sub, $100 million.

How many missiles can it carry? Kenton says an FBM sub will carry 16 Polaris missiles —a $50 million payload.

How far can a nuclear sub go? Kenton says about 140,000 miles without refueling.

Who is John Kenton? He is News Editor of the McGraw-Hill magazine, NUCLEONICS. After an earlier article in 1957, he discovered there still was a surprising lack of knowledge in industry of nuclear defense projects.

Last year John traveled 16,000 miles, made 122 interviews, joined nuclear subs *Seawolf* and *Skipjack* in dives. He called on Admiral Rickover's admirers and critics; on sub captains and crews; on plant after plant after plant. Then he wrote a 13-page feature article in NUCLEONICS: "Building The Nuclear Navy."

Result? "Could practically serve as textbook," says Admiral Arleigh Burke, Chief of Naval Operations. "I use it in conversations with my mer. concerning the nuclear program."—Commanding Officer, *U.S.S. Sea Poacher*. "Used as reference by many of our people."—Electric Boat Company.

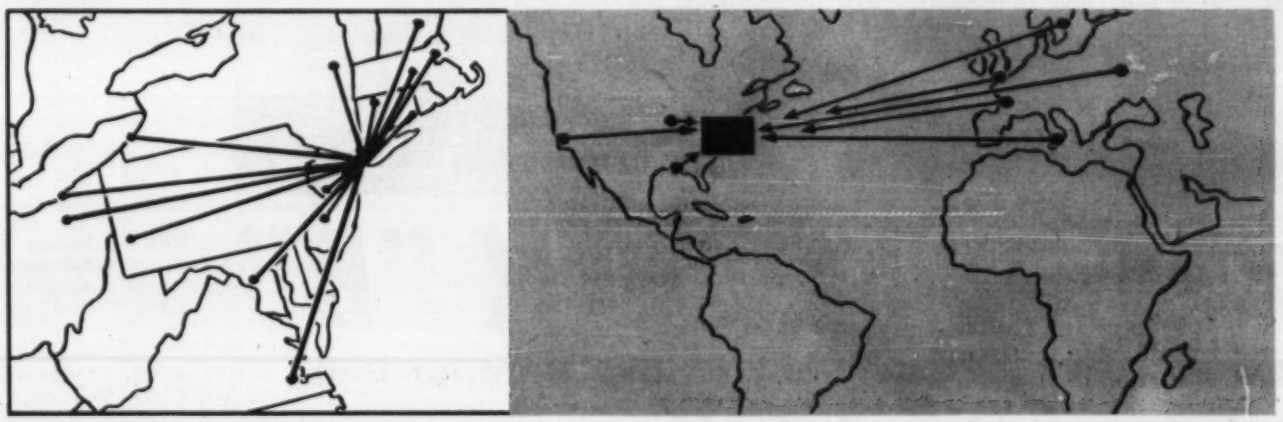
John Kenton is a typical McGraw-Hill editor: demanding, dogged, an engineering as well as a reporting background—an expert in his field. The authoritative writing of such men is one big reason why more than one million key businessmen pay to read McGraw-Hill magazines.

And the advertising that goes in them, too.

McGraw-Hill

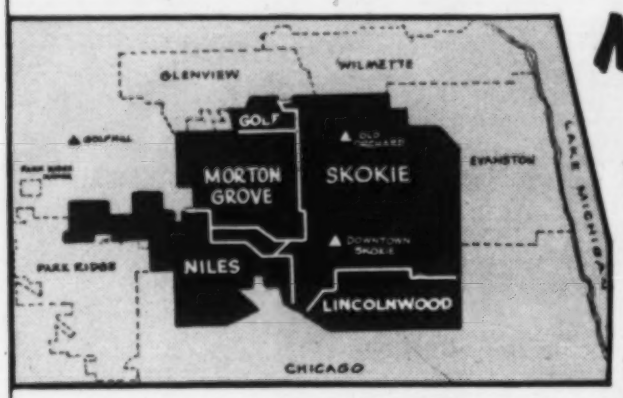
PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC., 330 WEST 42nd STREET, NEW YORK 36, N.Y.



Here's how information for "Building The Nuclear Navy" was gathered. As shown on the map at left, above, John Kenton made more than 30 trips from New York. He visited Washington 8 times to talk with Navy and AEC leaders, made 6 trips to the Atlantic Submarine Fleet base at Groton, Connecticut, cruised the Atlantic aboard the *Skipjack* and *Seawolf*—while at sea (far left) he handled the controls. He called on shipyards, reactor manufacturers, electronic factories making reactor control gear, nuclear fuel fabricators, pump builders, makers of specialty steel items and many others. While he was doing this, McGraw-Hill correspondents, shown on the world map, were sending in other information.

This work won a double reward. Not only did this feature receive wide acclaim, but John won a 1960 Jesse H. Neal Award, given annually for outstanding editorial achievement in business publications.



Fastest Growing Chicago Suburban Market

Now... AUDITED PAID CIRCULATION ABC

The announcement of our membership in the Audit Bureau of Circulation is your positive assurance that we are circulating your sales message to an exactly counted audience.

THE NEWS
The Paper That Thinks

Serving...
- SKOKIE
- LINCOLNWOOD
- MORTON GROVE
- NILES
- GOLF

LARGEST WEEKLY ABC CIRCULATION SERVING THESE RICH CHICAGO SUBURBS

5000 HARVARD TERRACE, SKOKIE, ILL. (PUBLISHED THURSDAYS) • ORCHARD 3-5000

Instant Bait to Reilly, Brown

Reilly, Brown & Tapply, Boston, has been appointed to handle advertising, public relations and merchandising for Instant Bait Corp., maker of a new dry bait and lure combination for both fresh and salt water fishing. Consumer and trade media will be used in a national campaign.

Friendly Acquires WRDW-TV

WRDW-TV, Augusta, Ga., has begun operating under the ownership of the Friendly Group. Robert E. Metcalfe, an official of Friendly, has been named managing director of the station. The former owner was Southeastern Newspapers Inc.

J. E. Sullivan to Lambert

John E. Sullivan, formerly with Donahue & Coe, has joined Lambert & Feasley, New York, as account executive in the Listerine group.

GOURMET—H. J. Heinz Co., Pittsburgh, in line with the trend to gourmet cooking, has re-styled its vinegar products packaging and added a fourth—wine vinegar with no alcohol—to make a new line of decanter-packaged vinegars.

Senate Unit Okays New Term for Lee; Holds Off on Kintner

WASHINGTON, June 21—The Senate committee on interstate and foreign commerce has decided to keep Robert E. Lee on the Federal Communications Commission for another seven years, but it will make Federal Trade Commission Chairman Earl Kintner sweat out the fall elections.

Mr. Lee's appointment to FCC cleared the committee last week, despite the fact that Democratic Senate leaders are reluctant to confirm Republicans for posts in federal regulatory agencies pending the outcome of this fall's Presidential race.

By the same token, Mr. Kintner's nomination was pigeonholed, despite widespread Senate approval of his moves to put teeth into the enforcement programs at FTC.

The outcome of Senate committee deliberations on the two nominations reflects to the political realities of an election year.

Since there is another vacancy at FCC at the present time, committee Democrats reasoned they could confirm Commissioner Lee and still get control of FCC next year in the event of a Democratic victory in the Presidential race.

■ On the other hand, the next Republican vacancy at FTC does not open up until 1962. If they voted to keep Chairman Kintner in office for another seven years, only an unscheduled development would make it possible for Democrats to get a majority of the FTC posts.

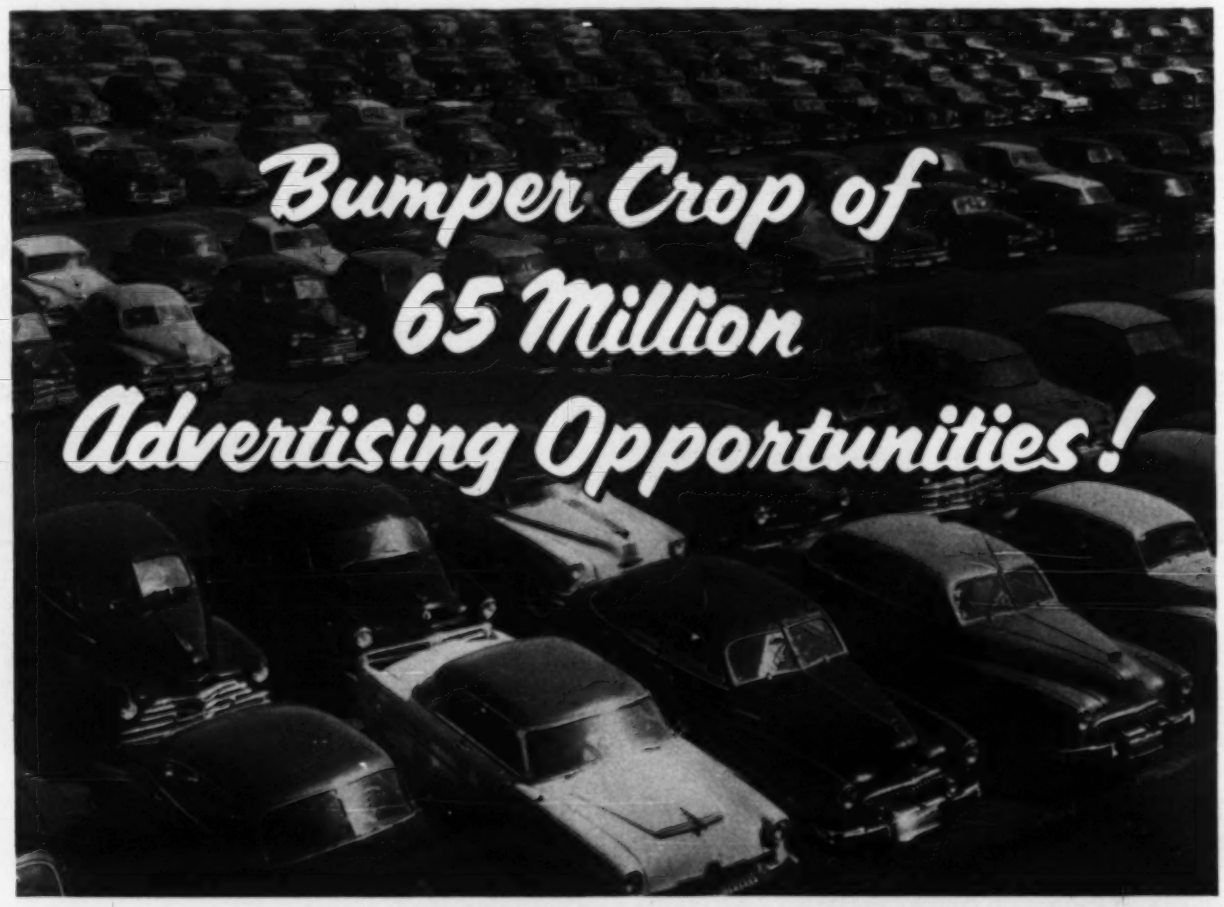
With the approval of Commissioner Lee, the political split at FCC remains 3-3. Several candidates are being considered by the White House for the seventh place, vacated by former Chairman John Doerfer, but the appointee stands no chance of getting confirmation from the Senate this year.

Commissioner Lee, a former staff member of the House appropriations committee, is popular with members of Congress. He is completing a seven-year term which goes back to June 30, 1953, when he succeeded former Chairman Paul Walker.

During his term, he has been among FCC's more outspoken members. He has been a strong advocate of shifting tv to the uhf band, and is currently sponsor of a proposal for FCC to operate an experimental uhf station in New York. He also has favored widespread testing of pay tv. #

P&G, Canada, Buys 4 TV Shows

Procter & Gamble Co., Toronto, has bought four ABC Films series for showing in selected Canadian markets for 52 weeks starting in the fall. The shows, which will be carried on nighttime schedules, include "The Adventures of Wyatt Earp," "The Rebel," "The People's Choice," and "The Real McCoys." The order was placed direct by P&G of Canada.



kleen-stik® FLEX-STIK "B"

Easiest-to-Apply... Easiest-to-Remove Bumper Strip

Rubber-Impregnated Pressure-Sensitive Stock

There's a big harvest of profitable business in Bumper Strips. Every car is a potential carrier... every business a prospective user. To help your customers' Bumper Strips make *friends* while they make sales, use self-sticking Flex-Stik "B" —the top-quality stock that prints equally well by letterpress, offset, or silk screen. Rubber-saturated for *extra flexibility*—sticks tight to curved bumper surfaces through rain, wind, heat, or cold... yet peels off quick and clean.

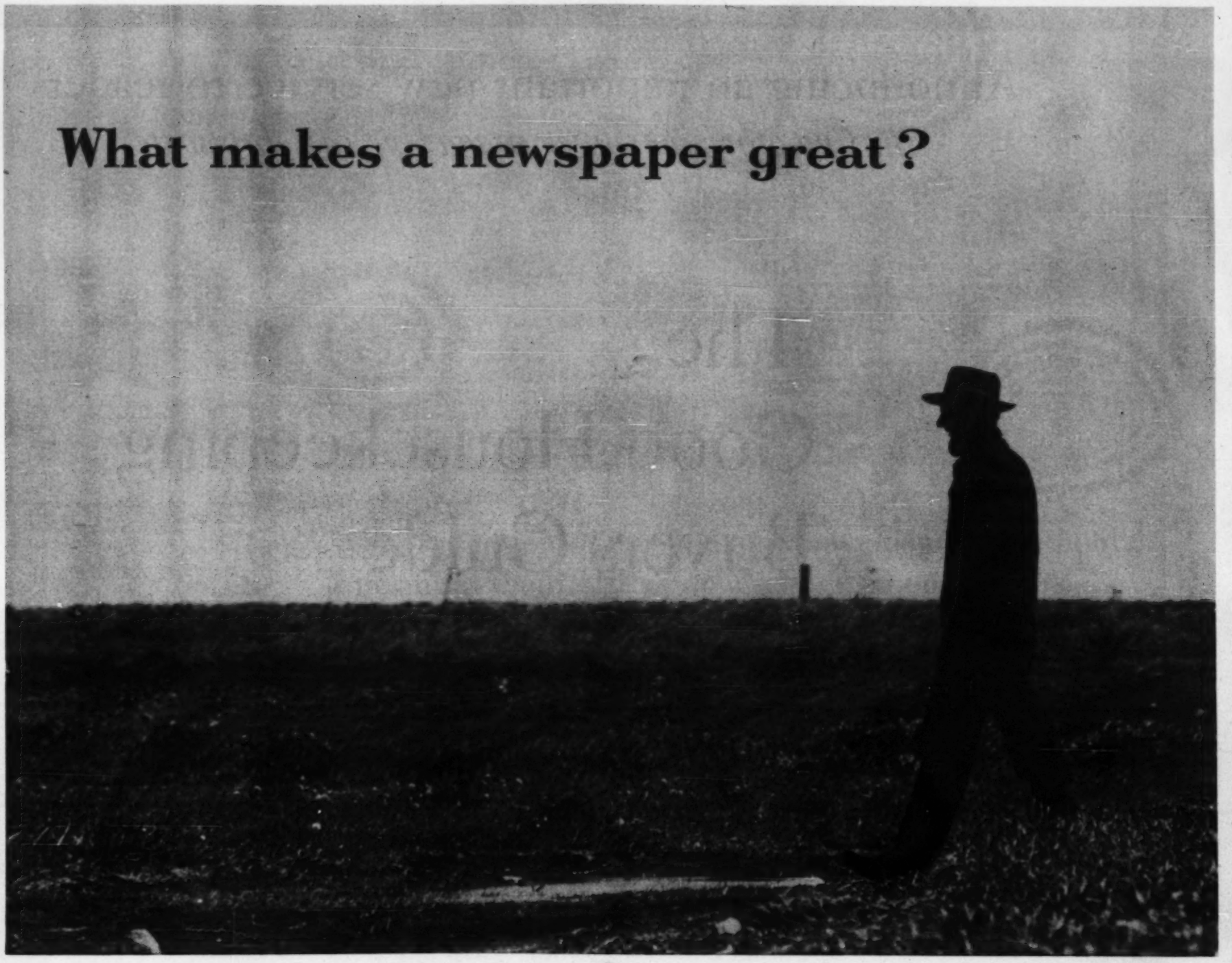
Quick, Clean, One-Piece Removal

Investigate your growing profit market in Flex-Stik Bumper Strips today—write today for samples, prices, information.

kleen-stik® PRODUCTS, INC.
7300 W. Wilson Ave. • Chicago 31, Ill.
Plants in Chicago, Newark, Los Angeles, and Toronto, Canada

OVER 25 YEARS OF PRESSURE-SENSITIVE LEADERSHIP!

What makes a newspaper great?



This man is a Hutterite. His picture was taken with a telephoto lens. Hutterites, because of their religion, will not pose for photographs.

Gentle, hard-working, Hutterites are farmers who hold all property in common, shun "the world," cling stubbornly to archaic dress and medieval German. They have a 424-year history of persecution. Once burned at the stake, they are today victims of public gawking and political pressure for their refusal to vote, take oath or hold office.

Last year a bill was quietly introduced in the Minnesota state legislature. Its stated purpose: to limit any communal colony's land acquisitions. Its real aim: to "freeze" the Hutterites in one small community in western Minnesota. Minneapolis Star and Tribune editorial writer Jay Edgerton, who had traveled among the Hutterites, heard of the proposed law and brought it to the attention of the daily editorial conference of the Minneapolis Star and Tribune.

EDGERTON

It was decided that the newspapers would oppose the bill as a matter of policy. If one religious group could be singled out for punitive or restrictive legislation, then so could all groups.

Edgerton was assigned the job of writing the Morning Tribune editorial, "Hutterite Bill." In less than a month, informed public opinion brought enough pressure to bear on the state legislature to kill the bill in a senate committee. This year Edgerton was singled out, among all the nation's editorial writers and commentators, for the National Brotherhood Award of the National Conference of Christians and Jews: "... challenged by a specific, ugly bias, Edgerton courageously and intelligently attacked the issue and won."

Like all good editorial writers, Edgerton is a prodder, a finder-out, a stimulator of reader participation —attributes he picked up from years on the news beat as a reporter, when he was concerned only with facts, not opinions. The Hutterite editorial made news. So did Edgerton's 20-part 1958 series on "feather-bedding" in industry that earned the coveted Loeb Award for special achievement in business and financial journalism.

A major responsibility of good newspapers is not only to report the news as *news*, but to stimulate thought and to provide leadership through the editorial pages, as *opinion*—and to be concerned with the needs and interests of *all* citizens. Such consistently responsible journalism has won for the Minneapolis Star and Tribune the respect, loyalty and confidence of the largest newspaper audience of readers in the 3½ state Upper Midwest.

Minneapolis Star *and* Tribune

EVENING MORNING & SUNDAY

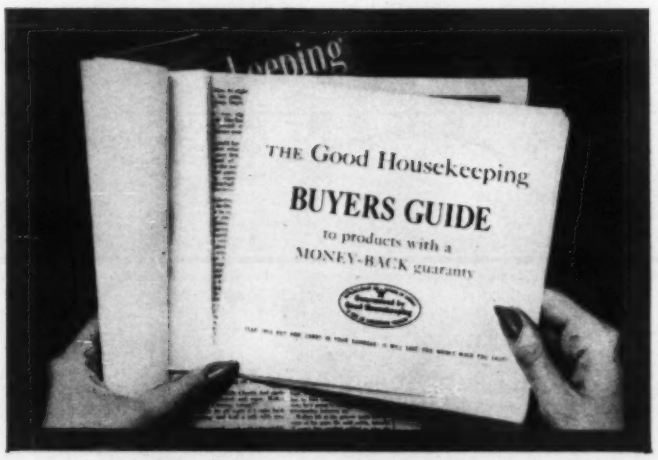
660,000 SUNDAY • 525,000 DAILY

JOHN COWLES, *President*

Copyright 1960, Minneapolis Star and Tribune Co.

Announcing an important new service to readers
that no other consumer magazine can duplicate

The Good Housekeeping Buyers Guide



It will make shopping easier in over 5,000,000 homes—for all the millions of Good Housekeeping readers.

The Buyers Guide will be a purse-size service booklet bound into subscribers' copies of November Good Housekeeping—easy to tear out, to keep and to use. It will be banded to the covers of Good Housekeeping on the newsstands.

It will list alphabetically all the fine products investigated and backed by the Good Housekeeping Consumers' Guaranty.

We know our readers will heartily welcome this modern aid to buying. We asked a sizeable number and they said "Yes" overwhelmingly.

New editions are planned at six month intervals, to make it continually useful.

Good Housekeeping is proud to add this significant new service feature, appearing for the first time in the November issue.

Guaranteed by Good Housekeeping

Good Housekeeping
MAGAZINE AND INSTITUTE

...because nothing persuades like the truth

A HEARST MAGAZINE

A reproduction of our first announcement to the public, informing them of this new service to our readers

This advertisement will be published in leading newspapers across the country plus an advance announcement in Good Housekeeping itself and in the November Reader's Digest.

Advertisers in Good Housekeeping will immediately see the implications of this unique new Buyers Guide reader service. Their brand names will be listed 5,000,000 extra times, in a special, convenient form for consumers' use at the time of purchase.

This additional selling power accrues automatically to advertisers in Good Housekeeping. It's a unique merchandising opportunity. Ask your representative for the merchandising plan to suit your needs.

Honoring the Minds that meet the Challenge of the '60s...

IRE remembers the MAN

. . . for advancements in radio-electronics

To scientist J. W. Gewartowski, not yet 30, goes the *1960 Browder J. Thompson Memorial Prize Award* for his paper, "Velocity and Current Distributions in the Spent Beam of the Backward-Wave Oscillator." IRE is proud to honor him for this technical contribution, and to salute all who, in this challenging decade, work for the advancement of electronics and apply it to the betterment of our lives.

J. Gewartowski

Your company, too, has to meet the challenge of the '60s in the vast radio-electronics field; to do so, it too must "remember the man"—must reach the top-level minds who control purchasing for electronic equipment, components and supplies. 65,243 (ABC) of them read **Proceedings** every month—ACT on what they read. Present your company's facts in **Proceedings**—and watch the reaction!

For a share in the present, and a stake in the future, make your product NEWS in

Proceedings of the IRE • The Institute of Radio Engineers

Adv. Dept. 1 East 45th St., New York 36, N. Y. • MUrray Hill 2-6606 BOSTON • CHICAGO • MINNEAPOLIS • SAN FRANCISCO • LOS ANGELES

ASK THE RETAILER WHO LIVES HERE

The acid test of advertising is its effect on the cash register. And the profit-minded authority who knows the answers from experience is the local retailer.

In the Portland, Oregon market you'll satisfy more retailers (plus brokers, distributors, wholesalers) when you buy KOIN-TV. As businessmen and as viewers, they know first-hand the tremendous regional* acceptance that has made KOIN-TV one of the nation's truly influential advertising media.

Be as skeptical as the retailer and check for yourself. Ask the local man before you buy. You'll learn why more major advertisers have invested greater ad budgets with KOIN-TV than any other Portland TV station.

KOIN-TV
PORTLAND CHANNEL 6

...ask anyone who lives here!

One of the Nation's Great INFLUENCE Stations Represented Nationally by CBS-TV Spot Sales

*7 of every 10 homes in Portland and 32 surrounding Oregon and Washington counties.

Getting Personal

Don McGannon, head of Westinghouse Broadcasting, is a new trustee at Ithaca College . . . **Charles Kinsolving Jr.,** NBC's manager of plans development, made a futile bid for the post of Democratic state committeeman in the primary. He's the son of **Charles Kinsolving,** who's retiring as financial ad manager of *Newsweek* in October . . . **Wardell Gaynor,** staff cameraman for Robert Lawrence Animation, was named president of Screen Cartoonist Guild Local 841 . . . **Richard Hogue** of KXTV, Sacramento, tapped for president's appreciation award for community services by Sacramento Jaycees . . . **Bob Harper,** National Business Publications boss, is on the national board of directors of Circus Saints and Sinners Club. He's a member of the P. T. Barnum Tent, Washington, D. C. . .

Kate Cowles, daughter of president-editor of Cowles Magazines, was married June 12 to Julian M. Strauss, student of veterinary medicine at Cornell . . . **Bob Kintner,** NBC president, went right on with business from his New York hospital bed after minor eye surgery . . .

Baker Gurney

ADMAN BITES DOG—*Putting together their invaluable handbook, "How to Live with a Neurotic Dog," published by Prentice-Hall, Stephen Baker, vp with Cunningham & Walsh, and Eric Gurney, cartoonist, are shown here doing some research on a canine client, who for clinical purposes remains nameless. In his book Mr. Baker reports that the U.S. canine population is about 25,000,000 and conservatively estimates that of this number about 25,000,000 are neurotic. Not too surprising then is his report that bookstores completely sold out his book shortly after publication.*

People's choices: **Charles Sprague,** publisher of the *Oregon Statesman,* and former Oregon governor, was named chairman of an advisory committee on reorganization of state government. Vice-chairman is **Robert Holmes,** another former governor who now operates his own pr agency in Portland . . . **Arthur Arlett,** office manager and account exec at Hoefer, Dieterich & Brown, was named associate dean of the school of advertising at San Francisco's Golden Gate College . . .

Two agency men figured in June doings on the banks of the old Raritan: **Bill McKenna,** of Lambert & Feasley, got the Rutgers alumni trustees award for "loyal and distinguished service" to the university; **Art Kammerman** of BBDO was elected vp of the alumni association . . . "Service" is McKenna's middle name: He won the university medal award for it in '55 . . . WPIX-er **Jeffrey T. Carey,** son of **Len Carey,** exec vp of C. J. LaRoche & Co., New York, and Ana C. Roigt, daughter of the Argentine ambassador to Yugoslavia, made it a June wedding . . . **Gilda Smithline Block,** fashion advertising supervisor for Abraham & Straus, won the Mehitabel award of the Tobe-Coburn School for Fashion Careers. Award is a golden statuette of a girl sitting on the top rung of a ladder . . .

Newsweek promotion man **Elliot Jordon** needs help. He made an 8x5' ashtray to compete in the annual Artists' Equity costume ball and took second honors, but now he wonders, does anyone need an out-size butt bin? **Cyril Lee Ellison,** vp and ad director of *American Artist,* is the first man ever to be re-elected president of the Admen's Post of the American Legion in New York . . .

McGraw-Hill has just published "Meager Music," book of verse written and published over the past 30 years by **Walter Weir,** chairman of Donahue & Coe's executive committee, who's also written "On the Writing of Advertising" . . .

Art awards: At Campbell-Mithun's annual art show in Chicago, **Per Hogestad,** art director, won first prize, **Jordan Krimstein,** art director, won third with a water color and **Jack Mirabelli,** radio-tv, took second and third places with b&w photos . . .

Don Anderson, *Wisconsin State Journal* publisher, was voted president of the Wisconsin Alumni Assn. in June . . .

At his retirement party recently **Chauncey Morley,** vp and one of the first employes of Ketchum, MacLeod & Grove, Pittsburgh, did an about-face by presenting a watch to **George Ketchum,** the president, explaining that Mr. Ketchum has been handing out watches to everybody else for years and had yet to receive one . . .

Hartford Adclub's 1960 award for distinguished service in advertising went to **Christine Forbes,** ad manager of Hartford Electric Light Co. Mrs. Forbes and publications she supervises have won 32 awards to date . . . **Morris Jacobs,** head of Bozell & Jacobs, Omaha, received the Nebraska Builder Award at commencement exercises at the University of Nebraska June 4. It's their board of regents highest non-academic award. Added to his honors was a Doctor of Laws degree he received from St. Joseph's College, Collegeville, Ind. . .

"Approval of product recommendation" is one of six basic buying actions which typically result from buyers' use of manufacturers' catalogs in Sweet's. Other reported buying actions are: called local office... recommended... specified... requisitioned... wrote for detailed facts. Over 26,000 buyers' responses to more than 80 studies clearly document the significant role of catalogs in increasing selling opportunities for manufacturers who employ Sweet's system. Your Sweet's District Manager will gladly review the results of these studies with you. Call him or write to Sweet's Catalog Service, Div. of F. W. Dodge Corporation, 119 West 40th St., New York 18.

HELP—*Standard Oil Co. (Ind.), Chicago, is using newspapers, radio and tv in its 14-state midwest area to promote its offer of free death and accident insurance under the Standard home heating oil budget payment plan. Supplements will be added later. This ad is running in more than 150 newspapers. D'Arcy Advertising Co., Chicago, is the agency.*

Senate Unit Will Screen Complaints on 'Equal Time'

WASHINGTON, June 21—The Senate took a swipe at broadcasters and advertisers who dabble in political broadcasting, by giving sharp teeth last week to a watchdog subcommittee set up to search out "equal time" violations during this fall's election campaigns.

Passing a resolution over the indignant rhetoric of Sen. Everett Dirksen (R., Ill.), who maintained "there are no dogs for the watchdog subcommittee to watch," the Senate agreed to supply $28,000 for seven months to investigate complaints concerning "the dissemination of political opinions, news, and advertising, and the presentation of political candidates on the air."

The original mission of the watchdog subcommittee was to find out whether stations and advertisers are abusing new freedom under Communications Act amendments last year exempting regularly scheduled news and panel shows from the "equal time" requirement.

■ The watchdog group will become particularly important if Congress goes along on a resolution reported by the Senate committee on interstate and foreign commerce entirely suspending the "equal time" law for this fall's Presidential race.

Under this plan, originally suggested by CBS President Frank Stanton, networks and stations will be "on their honor" to treat candidates of the major parties fairly during the Presidential race. Networks have contended that they will be able to provide more tv time for the major parties if they are relieved of legal responsibility to supply equal time to candidates of all the splinter parties.

The sentiment for a watchdog committee originated among Democrats on the interstate and foreign commerce committee, but it won support from many Republicans. Supporters of the watchdog committee, including Sen. Warren Magnuson (D., Wash.), the committee chairman, Sen. A. S. (Mike) Mansfield (D., Mont.), and Sen. Ralph Yarborough (D., Tex.), have voiced concern that the Federal Communications Commission moves too slowly in dealing with complaints from candidates who feel they have been treated unfairly by sponsors of programs, or in the division of free broadcast time.

Sen. Dirksen charged that policing of the broadcasters should be left up to the FCC. If there is anything wrong with the FCC, he said, "then let Congress aim its guns at the regulatory agency, and not set up a political committee that will have a life of seven months and end in January, nine or ten days after the inauguration of the new President." #

KAPE Goes on the Air

KAPE, San Antonio's newest radio station, has started broadcasting on its assigned frequency of 1480kc. Officers of KAPE include Sam Riklin, president; Charles Katz, vp; Arthur Riklin, secretary-treasurer, and Ted Fredericks, program director. The station is represented nationally by Forjoe & Co., New York, and regionally by Clyde Melville Co., Dallas.

McDaniel Adds Rubbermaid

Rubbermaid Inc., Wooster, O., has moved its commercial division account from Ketchum, MacLeod & Grove, Pittsburgh, to McDaniel, Fisher & Spelman, Akron, effective Oct. 1. Ketchum, MacLeod will continue to handle the Rubbermaid housewares account. McDaniel, Fisher also handles Rubbermaid's automotive division and the marine division.

BBB Opens in St. Paul

A better business bureau, the first in St. Paul, began operation last week as a department of the Chamber of Commerce. John Taylor, who has been doing investigatory work for a St. Paul attorney, has been appointed director.

Phillips Joins Knipschild

Harold W. Phillips, formerly an account executive at Wentzel & Fluge, Chicago, has been named general manager of Knipschild-Robinson, Chicago.

'Newsweek' Starts Eastern Ad Unit, Guarantees 360,000

NEW YORK, June 21—*Newsweek* has established an "eastern advertising unit" with a guaranteed circulation of 360,000 and covering New England, New Jersey, Maryland, Washington and the eastern two-thirds of New York and Pennsylvania.

The magazine said more than 60% of the coverage will be centered in the five eastern metropolitan areas: New York, Boston, Philadelphia, Baltimore and Washington. Ad rates will be based on $2,520 per b&w page, $3,905 for full color.

Newsweek said that initially only full pages will be accepted for every fourth week, starting with the magazine's Sept. 26 issue. #

Consumers Union Seeks End to Admiral 'Best Buy' Ads

Consumers Union, Mount Vernon, N.Y., has asked the federal district court in New York to issue an injunction to stop Admiral Corp., Chicago, from using advertising representing its air conditioners as rated "best buy" by an independent research organization, a rating which CU said it did not give. CU also seeks $50,000 in compensatory damages, charging the advertising is damaging to CU's reputation.

Admiral said certain of its products were rated as "best buys" in 1958, and that some cartons, which carry the "best buy" line, are still being used to package similar products.

Schick Moves to New York

Schick Inc. has transferred its headquarters from Lancaster, Pa., to new offices at 680 Fifth Ave., New York.

Copy in Zany Pepsi Push Commemorates '25th Anniversary' of Famed 12 oz. Bottle

NEW YORK, June 21—Batten, Barton, Durstine & Osborn, which has been whipping out whimsy for such clients as "The League of Honest Coffee Lovers" and the *New York Times*, has used the same approach in its first campaign for Pepsi-Cola Co., an account it took over last month.

The new Pepsi push, scheduled in newspapers and on radio and tv in the New York metropolitan area, is timed to take the sparkle out of an introductory campaign by rival Coca-Cola for its new 12 oz. bottle. The Coke campaign, scheduled to start June 27, is billed as "the heaviest in the history of soft drink promotion." More than $500,000 is being invested in the drive over a two-month period.

At BBDO, not many details were being put out on Pepsi's promotion. One account man, who asked for anonymity, declined to say how long the campaign will run. "We don't want Coca-Cola to find out," he said, adding with a verbal wink: "We just happened to discover that this year's the 25th birthday of the 12 oz. bottle, so why not celebrate?"

■ In its print advertising, appearing in New York dailies last week, Pepsi hopes to tickle the consumer's funnybone with such lines as:

We're not really off our trolley,
It's the season to be jolly;
So we're celebrating—guess what?—the 25th
Birthday of the 12 oz. Pepsi bottle.
Live a little, friends, this is
Relax-with-Pepsi season.
And
Come one, come all,
We're having a ball—
We're celebrating (of all things) the
25th birthday of the 12 oz. Pepsi bottle.
Hurry up and slow down—it's Relax-with-Pepsi season.

BBDO said that "roughly" the same theme will be carried over into Pepsi's radio and tv commercials. #

Mitchell, Edmonds Join Brand

Leon Mitchell has joined Brand, Stephens, Talbott & Wreden, Salem, Va., as staff assistant to E. Cabell Brand, president. Mr. Mitchell was formerly vp in charge of production of Houck & Co., Roanoke. At the same time, Cecil Edmonds, formerly city editor of the *Roanoke Times*, has joined the agency's copy department.

Concordia to Krupnick

Concordia Publishing Co., St. Louis, publisher of the *Missouri Synod* and other religious publications, has named Krupnick & Associates, St. Louis, as its agency.

same story!

! *A once-in-a-lifetime special event or a regularly-scheduled adventure show—as different as can be, yet the same: they spell overwhelming leadership for Channel 2.*

Example: WCBS-TV's coverage of the wedding of Princess Margaret scored a royal 25.9 rating and a 60.9% share of audience. Despite an 11:15 pm start (well after the other New York stations), the WCBS-TV coverage averaged 72% more homes than the second station's prime-time showing, more than the next three stations combined! (Nielsen)

Another example: "Sea Hunt," one of New York's top-rated shows during a seventeen-month run on Channel 2 (31.2 average rating). When the show moved to another network station—same night, same time—ratings took an immediate plunge. Overnight, "Sea Hunt" lost three-quarters of its audience! The inevitable result: "Sea Hunt" is once more back on Channel 2, once more riding the popularity crest with a current 27.8 rating. (Nielsen)

Worlds apart? Of course. Yet both cases are part of the same familiar story. Year-after-year (as reported in 63 consecutive Nielsens), New York's largest audiences by far are tuned to...

WCBS TV

CBS Owned · Channel 2, New York · Represented by CBS Television Spot Sales

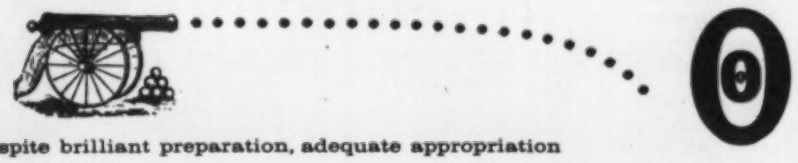
℞

Selling Pharmaceuticals?

Here's a preferred market-at a popular price: for less than 5¢ apiece, you reach 85,000 dentists in a magazine they read devotedly. May we give you facts and figures?

Oral Hygiene

PITTSBURGH, PENNSYLVANIA



Despite brilliant preparation, adequate appropriation and skillful publication printing, far too many color advertisements lack conviction and radiance in illustration, and often fall short in accurate product identification.

Invest in reproduction security with

HM HUTCHINGS & MELVILLE, Inc.
Custom Photoengravers
4043 North Ravenswood Avenue, Chicago 13, Illinois

Expert pre-correction in correlation with powderless etching of copper originals

R.O.P. Color Linage in Dailies Up 23.4% in '60, Hoe Reports

NEW YORK, June 21—Newspaper r.o.p. color linage in April totaled 15,807,233 lines, up 13.8% over linage reported in April, 1959, according to a report issued by R. Hoe & Co.

Color linage in the first four months of 1960 totaled 50,893,199, a 23.4% gain over r.o.p. linage reported in the like '59 period.

Top national advertisers in color linage in April were Winston cigarets, with 616,595 lines, followed by Shell Oil Co. (294,049); Goodyear Tire (235,723); Rambler autos (208,072) and Pepsi-Cola (194,560).

Among classifications, gasolines and oils led in r.o.p. color use in April, with 835,613 lines, followed by cigarets (775,729); new passenger cars (615,772); meats and fish (553,276) and beers (483,769). #

PIPE SCHEMES—*This ad will begin a six-month campaign by Old Briar tobacco in Popular Science.*

Old Briar Tobacco Offers Prizes for Empty Can Ideas

NEW YORK, June 21—An ad campaign for Old Briar tobacco, a product of U.S. Tobacco Co., which will feature six monthly contests, begins with the July issue of *Popular Science*.

Prizes will be offered each month, July through December, for the best solutions to the do-it-yourself problems, which involve projects calling for the use of empty Old Briar cans.

The campaign is based on the *Popular Science* editorial feature, "Wordless Workshop," a cartoon sequence drawn by Roy Doty. The basic idea is an ordinary problem about the house, which a hobbyist can solve simply in his workshop. For Old Briar, Mr. Doty has drawn "Pipe Schemes" along the same lines, but calling for a solution based on the use of an empty Old Briar can.

Top prize for each contest is a DeWalt power shop, valued at $249. Three second prizes, consisting of seven gallons of Sta-Dri Acrylicote paint, will be awarded. Norelco electric shavers will be given to the six third-place winners. A large-size can of Old Briar and an imported briar pipe will be awarded to each of the 100 fourth-place contestants.

Entrants must photograph their projects and send them to Old Briar, along with a 25-word statement presenting reasons for liking Old Briar.

C. J. LaRoche, New York, is Old Briar's agency. #

'Modern Medicine' Revamps

Effective with its Jan. 9, 1961, issue, *Modern Medicine*, Minneapolis, will increase its medical circulation from 145,000 to 177,000 per issue and will increase its publishing frequency from twice monthly to publication on alternate Mondays. At the same time, the magazine will change its format and will expand its medical coverage.

Winn-Dixie Names McCormick

Daniel M. (Pete) McCormick Jr. has been appointed advertising director of Winn-Dixie Stores, Jacksonville, Fla., operator of 519 supermarkets throughout the South. Mr. McCormick was formerly advertising director of the company's Tampa division.

LAV Offers All-Expense Tour

LAV, New York, the Venezuelan airline, is promoting its first all-expense tour to Venezuela, offering a seven-day round trip for $299.50. New York newspapers and travel publications are on the schedule. Gotham-Vladimir Advertising, New York, is the agency.

Doctor, if you miss this, you will be interested in our new cardiovascular agent.

TO AVOID DISTRACTION...

Sell the Doctor When His Mind Is on Medicine

MODERN MEDICINE brings your sales message to the doctor when his complete attention is devoted to the newest in medicine. It's the ONLY publication to give doctors an authoritative review of the most recent developments in diagnosis, treatment, and practice, from all over the world.

Sell the Doctor when his mind is on medicine...in

MODERN MEDICINE

84 South 10th Street, Minneapolis 3, Minnesota

NBP Minneapolis • Chicago • New York • San Francisco • Los Angeles • In Canada: Modern Medicine of Canada, Médecine Moderne du Canada • In Great Britain: Modern Medicine of Great Britain • In Australia: Modern Medicine of Australia BPA

Think BIG *when you think of* PHOENIX

Phoenix is building and growing fast! Preliminary 1960 census report shows Metropolitan area (Maricopa County) population to be 651,000, **up 91.3%** since 1950. Annual food sales, now $178,600,000, have **doubled in 7 years.** Building permits for 1959 were $249,000,000, **up 26%** over 1958.

These and many other solid facts mean BUYING POWER . . . GROWING buying power! You can penetrate this BUYING POWER with low-cost, one-medium coverage that daily **reaches 91.6%** of this eager-to-buy market; **plus 63% bonus** state-wide coverage. Buy the **one medium** that does the **big** job!

The Arizona
REPUBLIC

The Phoenix
Gazette

Morning and
Evening Combination

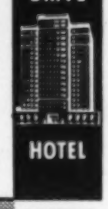
CHAS. E. TREAT, NATIONAL ADVERTISING MANAGER, BOX 1950, PHOENIX, ARIZONA • PHONE ALPINE 8-8811 • REPRESENTED NATIONALLY BY KELLY-SMITH CO.

AIAA Elects Hughes

Assn. of International Advertising Agencies has elected Thomas W. Hughes, president of National Export Advertising Service, president. Other officers are Horacio Alban Mestanza, vp of Foreign Advertising & Service Bureau, vp; John M. Hanley, Buchen Co., western vp, and Archibald L. Beyea, vp of Gotham-Vladimir Advertising, secretary-treasurer.

Chicago's Elite Hotel
overlooking Lake Michigan on the Gold Coast

LAKE SHORE DRIVE



Only five minutes from downtown . . . steps from famous restaurants and exclusive specialty shops. Luxurious air-conditioned rooms, suites and apartments by the day, month or year.

HOTEL

Donald O. Cronin Manager

181 E. Lake Shore Drive SU 7-8500

AD TO LIFE—*When Mrs. Ernest O. Nelson, Burbank, Cal., above, saw the Friskies dog food ad in the May 2 Life, she was grieving over the death of her bulldog, a pet for 10 years. The dog in the ad seemed to her the reincarnation of her pet, which led her to call Carnation Co., then the agency, Erwin Wasey, Ruthrauff & Ryan, and finally the dog owner, M. R. Kinman. Now Mrs. Nelson owns the bulldog, called Oleander.*

Teleprompter Tests Key TV as Viewer Response System

NEW YORK, June 21—Now viewers can answer back to their television sets.

As a result of a new system of subscription tv developed by Teleprompter Corp., viewers will be able to use their tv sets to show their reactions to individual programs, take examinations at the conclusion of educational courses, participate in opinion polls and possibly even order their groceries. The new device, to be known as Key TV, was unveiled last week at the National Community Television Assn. convention in Miami Beach.

Key TV will be tested this summer on two of the community antenna tv systems owned by Teleprompter. One test in Liberal, Kan., will be devoted primarily to test viewers' willingness to pay to see entertainment and sports, while the other in Farmington, N. M., will concentrate on educational programming and merchandising.

■ This system is said to be compatible with commercial tv because it can utilize any one of the existing channels not already assigned. Components of the system are a tower and distribution center, a power pole outside of each serviced home with a record box attached and a small viewer's control box in the home.

Community antenna systems provide a ready starting point for Key TV because they have the needed tower, distribution center and power poles.

The viewer's control unit, which resembles a miniature tv set that fits into the palm of a hand, is wired to a Tele-Record box outside the house. When the Key TV system is about to program, the control system is placed in "standby" position. This action puts a start mark on a teletype tape housed in the Tele-Record box. At this point, the viewer is given a preview of the participation program which is to follow. This might take the form of an audio or video announcement or a scene from the show.

After the preview, the viewer must decide whether or not he wishes to accept the program. If he chooses to accept it, he inserts a special key into the control unit and then presses an "accept" button.

■ Key TV provides an immediate measure of its audience by means of an instantaneous participation indicator machine at the distribution center. This machine is able, at any time, to show the percentage of subscribers tuned in. The participation indicator also makes a permanent record of this information on a graph. At the same time, another record is made on the teletype tape outside the viewer's home to indicate whether he has accepted the program.

By means of two buttons on the control unit, the viewer also is able to indicate whether he likes or dislikes a program being offered on Key TV when his opinion is asked for from the central station. The response is recorded on the teletype tape, and the per cent voting for and against is shown on the instantaneous indicator.

■ If it is not desirable to know how an individual viewer voted, the question may be asked in two parts, with the respondents pressing the same button but at different times. For example, viewers who liked the program may be asked to press Button A first, and those who disliked the show will be asked to press the same button later. This would indicate on the tape only that the viewer voted, but not reveal his choice.

The tapes could be collected at regular intervals from the Tele-Recorder units outside of the homes without disturbing the householders. Teleprompter's laboratory now is working on a system whereby the tapes could be picked up by the central station through a mechanical device to replace the manual collection system.

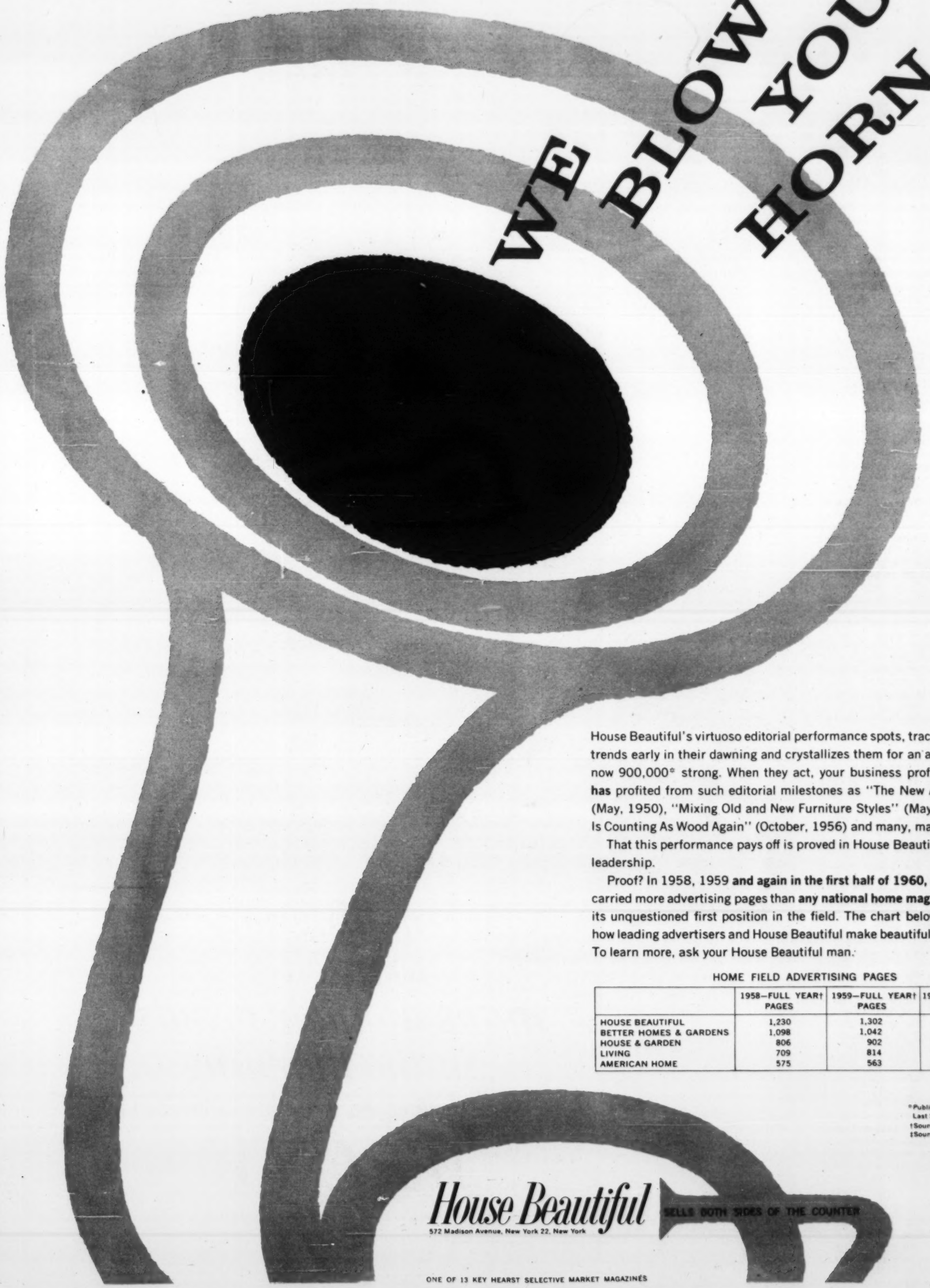
■ Key TV could have application in education, community service, and merchandising, as well as in pay-as-you-see tv entertainment, Irving B. Kahn, president of Teleprompter, said. Its ready audience is the more than 700,000 consumers who subscribe to community antenna television systems in 43 states of the U. S. and in Canada, he added. Key TV does not require approval of the Federal Communications Commission.

OLSEN PUBLICATIONS *

* idea magazines
OF THE DAIRY INDUSTRIES

Olsen's *idea* magazines mold markets and influence buying trends in the annual 10.65 billion dollar dairy industry. They provide imaginative sales leadership — have the circulation and influence to spark industrywide promotions for advertisers. Long-time recipient of the industry's most coveted awards, Olsen Publications were the only dairy plant magazines honored recently with American Dairy Associations' Distinguished Service Award for "outstanding service to the dairy products industries." Accepting the award from ADA president Lyman McKee, is Lester S. Olsen (left) president of Olsen Publications.

OUR 50TH YEAR
THE OLSEN PUBLISHING CO.
1445 North Fifth St. Milwaukee 12, Wis.



House Beautiful's virtuoso editorial performance spots, tracks and identifies trends early in their dawning and crystallizes them for an affluent audience now 900,000* strong. When they act, your business profits . . . no doubt **has** profited from such editorial milestones as "The New American Look" (May, 1950), "Mixing Old and New Furniture Styles" (May, 1951), "Wood Is Counting As Wood Again" (October, 1956) and many, many others.

That this performance pays off is proved in House Beautiful's advertising leadership.

Proof? In 1958, 1959 **and again in the first half of 1960, House Beautiful** carried more advertising pages than **any national home magazine,** continues its unquestioned first position in the field. The chart below shows exactly how leading advertisers and House Beautiful make beautiful music together. To learn more, ask your House Beautiful man.

HOME FIELD ADVERTISING PAGES

	1958—FULL YEAR† PAGES	1959—FULL YEAR† PAGES	1960—FIRST 6 MOS.‡ PAGES
HOUSE BEAUTIFUL	1,230	1,302	589
BETTER HOMES & GARDENS	1,098	1,042	550
HOUSE & GARDEN	806	902	481
LIVING	709	814	407
AMERICAN HOME	575	563	258

*Publisher's Projection, Last Six Months, 1960
†Source: P.I.B.
‡Source: Printers' Ink – 6/17/60

House Beautiful SELLS BOTH SIDES OF THE COUNTER

572 Madison Avenue, New York 22, New York

ONE OF 13 KEY HEARST SELECTIVE MARKET MAGAZINES

SUMMER PERENNIAL—*The Four Roses ice cake campaign goes into its 18th successive summer starting June 30 with this ad set for Life and Look. Support will come from a point of sale program which includes plastic replicas of the ice cake for use in window and interior displays. Young & Rubicam, New York, is handling.*

Trammell Denies 'Undue Influence' in Miami TV Case

PHILADELPHIA, June 21—Former NBC president Niles Trammell testified here that he contacted six Federal Communications Commission members and even took several to lunch during the time the FCC was considering applications for a franchise for Channel 7, Miami.

Mr. Trammell is head of the Biscayne Television Corp., which eventually got the franchise. He denied an attempt at undue influence.

Mr. Trammell was one of two witnesses as the FCC opened hearings to review its 1956 decision at the U.S. courthouse here. Horace Stern, former chief justice of the Pennsylvania supreme court, is hearing examiner. The case was ordered reopened in April, 1959, after the House subcommittee on legislative oversight turned up undue influence charges in granting another Miami franchise that led to the resignation of Commissioner Richard A. Mack.

▪ Mr. Trammell said he talked with commission members about technicalities in the procedures concerning the applications and about speeding up hearings.

But in all his contacts, he said, he never went into the merits of his company or the other three seeking the franchise. He said he was concerned over reports that Thurman Whiteside, representing another group, was working against the Biscayne company. He added that it was common knowledge that Mr. Whiteside and Mr. Mack were friends. Both are now under indictment for fraud in another case.

The hearing's first witness was Ben H. Fuqua, vp of the Florida Light and Power Co., who said he contacted Mr. Mack at the request of Biscayne executives solely to find out how the latter felt about their application. #

Wexton Adds Publication

Intelligence Digest and *Weekly Review*, published in London, have named Wexton Co., New York, to handle advertising in the U.S. A circulation building campaign has been budgeted at about $100,000.

Ernst Joins Foote, Cone

E. Anthony Ernst has joined Foote, Cone & Belding, Chicago, as account supervisor on the Minneapolis-Honeywell account. Mr. Ernst was formerly the Minneapolis advertising manager of *Fortune*.

American Gas, Oldsmobile, Lever Buy NBC-TV Shows

American Gas Assn., New York (Lennen & Newell), will co-sponsor the half-hour drama-adventure series, "The Barbara Stanwyck Theater" on NBC, Monday, 10 p.m., EST, during the 1960-'61 season. The other half of the show was previously sold to Alberto-Culver. The Oldsmobile division of General Motors Corp. (D. P. Brother & Co.) bought alternate half-hours of NBC's "Michael Shayne," an hour mystery-adventure series, for next season, Friday at 10 p.m., EST. Pittsburgh Plate Glass Co. had already signed for one-third of "Shayne."

Among summer orders at NBC, Lever Bros. Co. (Sullivan, Stauffer, Colwell & Bayles) bought an hour live colorcast series, "Moment of Fear," set for Friday at 10 p.m., beginning July 1. This is the second new live show NBC has set for the summer. The other is the hour "Chevy Mystery Show," summer replacement for Dinah Shore.

Chicago Dotted Line Elects

George Konz, *Rock Products*, has been elected president of the Chicago Dotted Line Club, succeeding David T. Kenney, *Oil & Gas Journal*. Other new officers for the 1960-'61 year include Arthur Hutchison, Geyer-McAllister Publications, 1st vp; L. H. Hunt, *Engineering News-Record*, 2nd vp, and Dave Wexler, *Standard Rate & Data Service*, secretary-treasurer.

MacFee Forms Agency

Norman S. MacFee has left Warren Advertising, Philadelphia, and has formed his own agency with three former Warren accounts on which he was account executive—Mrs. Schlorer's Products, Fleischmann Vienna Model Bakery and Bireley's Beverage Co., all of Philadelphia. The new agency is called MacFee Sales-Advertising.

Louisiana Kills Outdoor Bill

A bill to prohibit outdoor advertising on the new interstate highway system in Louisiana has been killed by the transportation and public works committee of the Louisiana state senate after public hearings.

Hill Joins Glenn Agency

Herbert E. Hill has been named creative director of Glenn Advertising, Dallas. Mr. Hill formerly was a design, art and advertising idea consultant in Los Angeles.

☐ The capital ladies in the capital city make up their minds—and their shopping lists—before the stroke of noon. In the pre-shopping hours.
☐ It's this distaff quirk that makes the following fact so significant:

Washington women make up their minds in the morning...

and the greatest share are influenced by

WRC-TV

This Week in Washington . . .

Boggs Bill Points Way to Sensible Tax Treatment of Lobbying Expenses

By Stanley E. Cohen
Washington Editor

WASHINGTON, June 23—Even if it doesn't become law this year—as it probably won't—the revised version of the Boggs bill (H.R. 7123), which emerged from the House ways and means committee this week, points the way toward more sensible laws to govern tax treatment of lobbying expense.

Informal head counts indicate that a majority in both houses of Congress would like to see the Boggs bill become law. But lobbying is still such an emotional subject that an organized opposition can easily talk the bill to death if it passes the House and reaches the Senate floor this late in the session.

In order to get new lobbying laws on the statute books Congress has to dispose of some outmoded moral concepts carried over from the nation's unsophisticated past.

■ Our current tax treatment of lobbying, for example, drafted 40 years ago, bans all deductions for expenditures to influence opinion on legislative matters. This met the needs of a period when the nation feared the cigar chewing, tin box passing boodler. But it leads to untenable results when it is carried over inflexibly to the modern world, where corporations have compelling reasons for wanting to get their views before the public.

Once it was enough to consider whether the public was going to be hoodwinked—by cynical propagandists or devious legislative manipulators. Now, however, lobbying and the need for lobbying has gone through a transformation. At every turn, business must conform to government regulation of one kind or another. Government relations at all levels—federal, state and local—have become as essential as any of the other management responsibilities.

Yet despite these new needs, the Internal Revenue Service in recent years has been bending over backwards to disallow any deduction which can be classified as an effort to "lobby" or influence opinion on legislative matters.

■ This is the only area of business expense where the revenue service has been so strait-laced. It may decide that it is "reasonable and necessary" for a company to operate a yacht in the Mediterranean, or a hunting lodge in the Smoky Mountains, but it won't allow a deduction for the corporation executive who comes to Washington to testify on a piece of legislation vital to his business. Or for an advertisement to tell the public that the business is concerned about a particular proposal which would raise costs, or complicate marketing operations.

■ In justice to the revenue service, it is important to realize some of the difficulties that arise when tax agents start reviewing advertising which is concerned with the discussion of public issues.

Under the law they are supposed to allow deductions only for expenditures which are reasonable and necessary. For many years, the revenue service wondered whether any ad other than an ad which offers something for sale, ought to be recognized as a reasonable and necessary expense.

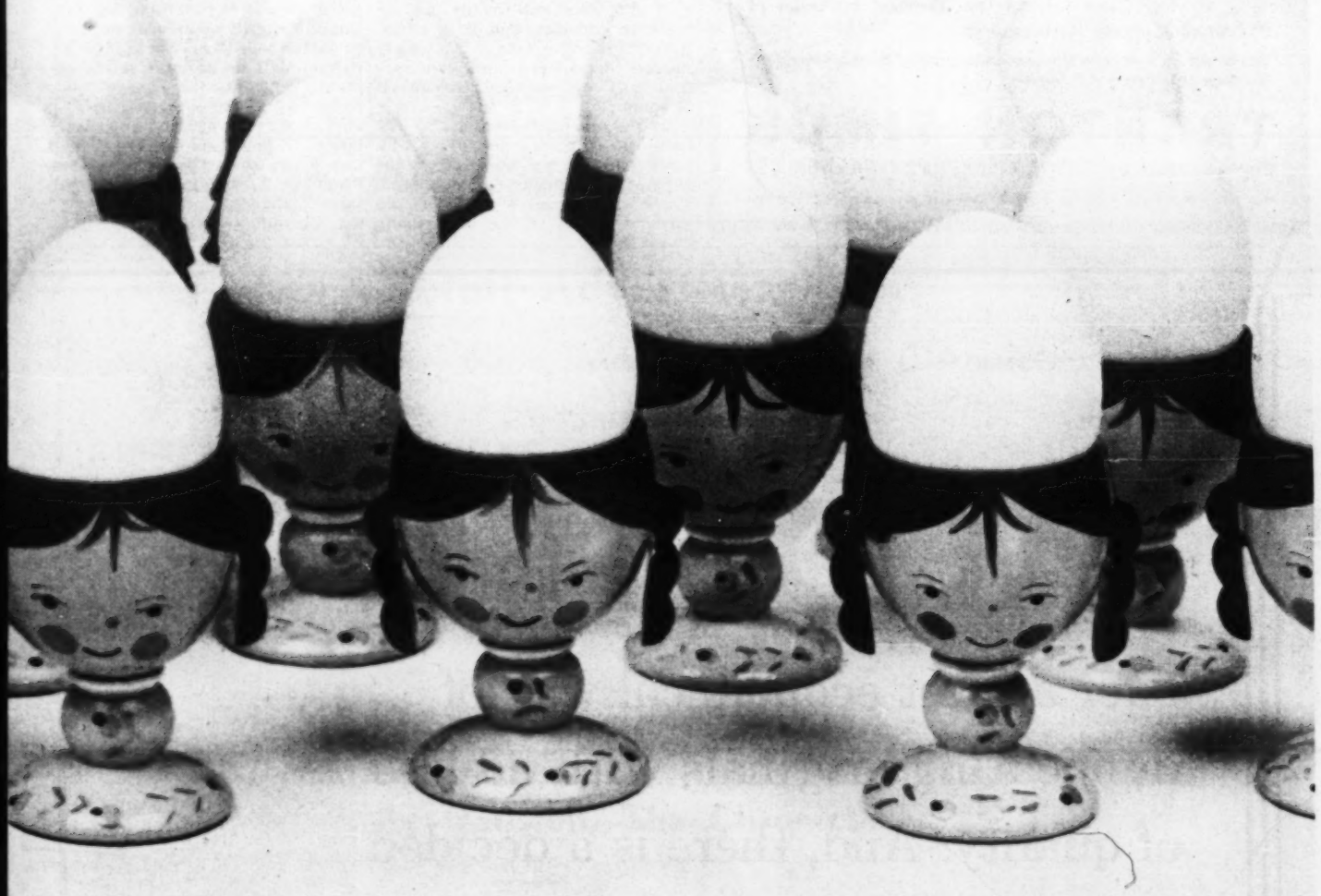
During World War II, however, the revenue service agreed that some "idea" advertising, designed to build good will for the company, met the test of reasonableness. Once the door was open, the revenue service concluded that the only way it could avoid becoming a "censor" was to accept any reasonable budget for "idea" advertising, so long as it carried the signature of the advertiser.

■ But the revenue service has continued to draw the line at "idea" ads which sought to influence opinions on pending legislation. Clinging desperately to the regulation first formulated 40 years ago, it said, in effect: "This far you may go, and no further."

Now some people think the current position of the revenue service is completely backward, so far as the test of "reasonable and

Between 7 am and 12 noon, Monday through Friday, WRC-TV attracts more women viewers than any other station in the Washington area.
NBC Owned · Channel 4 in Washington · Sold by NBC Spot Sales · WRC-TV

Source: Washington A R B Jan.-April 1960



*premium redemptions
*product sampling
*coupon clearing
*contest handling

LET RITA 'personalize' YOUR MASS MAIL PROMOTIONS

Rita's 'personal-touch' promotion mailing services can help you build greater customer goodwill.

All incoming letters are carefully read and personally answered when indicated. Complaints and misunderstandings are eliminated.

Try Rita once, and you'll know why regional and national advertisers and their agencies (among them: Kraft Cheese and Quaker Oats) rely on Rita's 'personal-touch' to gain greater customer goodwill from their mail promotions.

Write or phone (MI 2-0881) today for details on how Rita can help you personalize your mail promotions. Out of town call collect.

RITA NEWMAN & ASSOCIATES
70 W. Hubbard St., Chicago 10, Ill.

IT'S
BACON'S
for
COMPLETE COVERAGE
of
MAGAZINES!

● There's only one way to get **complete** and **reliable** clipping coverage of magazines. BACON'S is the specialist in magazines. 25 years experience has built a complete list and unmatched methods for clipping accuracy. BACON'S is a must!
Ask for Bulletin 59

OUR READING LIST
Published as complete publicity directory. BACON'S PUBLICITY CHECKER —now with quarterly revisions. 100% accurate. 352 p.p. —$25.00. Send for your copy today!

BACON'S CLIPPING BUREAU
14 E. Jackson Blvd.
Chicago 4, Illinois
WAbash 2-8419

In Washington . . .

necessary" is concerned. Under existing policy, a business can deduct as reasonable and necessary any ad discussing a public issue, so long as the business has no stake in it, and isn't trying to stimulate any action. Yet on matters where the very survival of the business may be at stake, no deduction is allowed.

■ All this came to a head early last year when the revenue service, with a great display of self righteousness, convinced the Supreme Court that money which was spent by an association of alcoholic beverage dealers for advertising to oppose a dry law referendum could not be deducted as a necessary business expense. While the very survival of the businesses was hanging on the outcome of the election, the revenue service argued that Congress has never indicated any change of heart so far as the deduction of lobbying expense is concerned.

■ As Congress moves toward removing the blanket prohibition against tax deductions for lobbying activity, sponsors of the Boggs bill were initially unable to provide assurance that a new law could be written which would prevent lobbying deductions from getting out of hand.

Originally, they claimed that all lobbying expense should be deductible. But the revised bill protects against abuses by specifying that expenses which would normally be allowed are not to be disallowed solely because they are lobbying.

The Boggs bill does not change the current policy of the revenue service which treats most idea ads as reasonable and necessary so long as the sponsor feels they create good will. It merely provides that an "idea" ad on a public issue is not to be disallowed solely because it happens to be an issue that is really related to the welfare of the business.

■ Opposition to modernized lobbying laws centers among prohibitionists and public powerites. They fear their foes will swamp them with ads to influence the voting public.

The AFL-CIO is waving the bloody shirt, proclaiming the possibility that federal revenues will be reduced and that the volume of lobbying expenditures will increase, "just as the deductibility of expenses for business entertaining has led to an enormous increase in business entertaining, to the benefit of nightclubs and shows and to the detriment of tax collections."

The labor spokesmen visualize a tremendous increase in spending for advertising in radio, tv, newspapers and periodicals for lobbying purposes, "which by itself would result in huge revenue losses."

■ The AFL-CIO does not submit any arithmetic to show that increased expenditures for advertising would work to the disadvantage of the tax collector. If they did, this still would not be the sole consideration in a situation where a business is arbitrarily denied deductions for expenses that may be essential to success or survival.

In any event, reductions in tax liabilities of companies which buy advertising is not the end, as far as the tax collector is concerned. These expenditures add to the gross revenues of the advertising media, the agencies and their executives. They pay taxes, too. #

ELEGANT—*Stephano Bros., Philadelphia, is using ads like the above in newspapers and yacht club publications to test its Jaguar cigarets in the Detroit test area (AA, May 30). W.B. Doner & Co. is the agency.*

'L.A. Times' Names Nelson

Robert D. Nelson has been named marketing manager of the *Los Angeles Times*, a post held by Otis Chandler until he became publisher last April (AA, April 18). Mr. Nelson will be administrative supervisor of all the *Times'* sales programs, which include classified and display advertising and circulation. Before joining the *Times* last February as assistant to Mr. Chandler he was assistant general sales manager of Oscar Mayer & Co., Chicago.

1st in Delaware Valley food sales per household

TRENTON TOPS THE DELAWARE VALLEY

Trenton, 30 miles above Philadelphia, spends more per household on food, furniture, clothing, cars than any other DelVal city.*

AND THE TIMES IS TOPS IN TRENTON!

The Trenton Times is Trenton's dominant daily, hands down. It covers 73% of metropolitan area households, 96% of City Zone. Beats the Trenton coverage of Philadelphia papers 10 times over.†

**Market figures from Sales Management's Survey of Buying Power, 1959*
†Coverage figures from ABC audits

TRENTON TIMES
Represented by SAWYER-FERGUSON-WALKER CO.
New York • Philadelphia • Chicago • Detroit • Atlanta • Los Angeles • San Francisco

Solid copper **PACOTYPES**

offer a most economical way of duplicating originals with no loss of quality. And, there is a decided saving in production time.

PARTRIDGE & ANDERSON COMPANY
712 Federal Street, Chicago 5—Phone HArrison 7-3732
ELECTROTYPES, NICKELTYPES, PACOTYPES, MATS, R.O.P. COLOR GLASS MATS, THERMOSETTING MAT PATTERNS, AND PLASTIC PRINTING PLATES

Where do you get BETTER SERVICE than at P&A?

The Houston Chronicle Carries Over Twice As Many EXCLUSIVE Advertisers As Both Other Houston Newspapers Combined

Exclusive Retail Advertisers

Chronicle . . . . . 1016 Placing 1,290,419 Lines

2nd paper ..... 277 Placing 214,921 Lines

3rd paper ..... 135 Placing 345,301 Lines

Exclusive General Advertisers (Including Automotive and Financial)

Chronicle . . . . . 832 Placing 792,393 Lines

2nd paper ..... 356 Placing 352,067 Lines

3rd paper ..... 24 Placing 37,076 Lines

And . . . More Advertisers Place The MAJORITY Of Their Linage in The Chronicle

Retail Advertisers

65% Majored in The Chronicle

25% 2nd paper

10% 3rd paper

General Advertisers (Including Automotive and Financial)

62% Majored in The Chronicle

35% 2nd paper

3% 3rd paper

SOURCE: Media Records 1959.

In Houston, The Chronicle

Reaches MORE People . . .

Carries MORE Advertising . . .

Sells MORE Merchandise

THE HOUSTON CHRONICLE

Read By More Houstonians Than Any Other Newspaper . . .

The Chronicle is a MUST Buy!

The Branham Company—National Representatives

Four members of The San Francisco Examiner editorial staff receive four of the six prizes this year in the Press & Union League Club's annual Professional Awards contest. Left to right—Mort Donoghue, general chairman of the Press Club awards committee issues certificates to Ray Morris, Best Photograph of the Year; Eddie Muller, Best Sports Story of the Year; Francis B. O'Gara, Best News Story of the Year; Will Stevens, Best Safety Story of the Year.

THE PRESS & UNION LEAGUE CLUB OF SAN FRANCISCO

FIRST In Circulation

San Francisco

MONARCH OF

REPRESENTED NATIONALLY BY HEARST ADVERTISING SERVICE, INC.

There's Something Special About The San Francisco Examiner

Awards

Recently a distinguished jury of professionals and university leaders in the San Francisco Press and Union League Club Annual Professional Newspaper Awards gave Examiner staff men four out of six of the top honors. This recognition of Examiner editorial leadership has been going on for many years. Here is the record:

1949—Best Feature Story of the Year • Best Sports Story of the Year. **1950**—*(No Awards issued by Press Club)*. **1951**—Best Feature Story of the Year. **1952**—Best Feature Story of the Year. • Best Sports Story of the Year. **1953**—Best Feature Story of the Year • Best Sports Story of the Year. **1954**—For skill, initiative and imagination of the reporter: Best of the Year. **1955**—Best Feature Story of the Year • Best Photograph of the Year • Skill, initiative and imagination of the reporter: Best of the Year. **1956**—Best Sports Story of the Year. **1957**—Best News Story of the Year • Best Sports Story of the Year • For skill, initiative and imagination of the reporter: Best of the Year. **1958**—Best News Story of the Year • Best Photograph of the Year • Best Sports Story of the Year. **1959**—Best News Story of the Year • Best Safety Story of the Year • Best Photograph of the Year • Best Sports Story of the Year.

The Examiner's editorial leadership is also recognized by judges of editorial matter all over the world. These honors from professionals at home are just a few of the many The Examiner has received in the last ten years, including the Pulitzer Prize in 1950 and many other national awards.

AMERICA FIRST

Examiner®

THE DAILIES

FIRST In Advertising

WANT MORE CUSTOMERS IN BRIDGEPORT . . .

Per cent of families reached

LOOK	15%
S.E.P.	15%
LIFE	20%
READER'S DIGEST	26%
PARADE	36%

(FAIRFIELD COUNTY)

The things people of Bridgeport read about in the **BRIDGEPORT POST** and **PARADE** on Sunday, move off the shelves on Monday and all week long!

PARADE
THE SUNDAY NEWSPAPER MAGAZINE

Represented Nationally by Moloney, Regan & Schmitt

PARADE . . . The Sunday Magazine section of strong newspapers throughout the nation, reaching 10 million homes every week.

EMPTY PROMISES—*To demonstrate that what is past is prologue—at least as far as cigars are concerned—Admiration cigars is running pages like this in New York newspapers. Heineman, Kleinfeld, Shaw & Joseph is the agency.*

The mystery of the empty cigar box!

Something is making this cigar, the Admiration "Nelson", the fastest growing 15¢ smoke in New York. Look closely, because all the clues to its success are in full view. All except one. You see the name, Admiration. A famous cigar maker for 93 years. That could be one reason. You see the price, 15¢ with no extra cigar tax to pay. (Who enjoys paying taxes?) And you see the extra long size, 6 full inches, big and tall and handsome. But the one big clue can't be seen, it must be enjoyed. It's the full rich flavor of clear Havana tobacco, aged through and through, mellowed to luscious goodness! Will you try a few? That is, if you can find them. The boxes empty out mighty fast. ADMIRATION "NELSON"

Kellogg's All Stars Bows in East Areas, Chicago and Seattle

BATTLE CREEK, MICH., June 21—Kellogg Co.'s newest product, All Stars—a sugar-coated oat cereal—is making its debut in eastern markets after tests during the past two months in Chicago and Seattle. National distribution is expected before 1961.

The cereal is shaped like stars, each with a hole in the middle, and is the second oat cereal developed and produced by Kellogg. OKs attained national distribution last year (AA, Aug. 3, '59).

■ The ready-to-eat cereal is being supported in the test areas by newspaper ads and tv commercials which explain that "Whoo" put the holes in the middle of the tiny stars. "Whoo" is a cartoon character featured on the All Stars package, known as "the wonderful wizard of oatz." The package also will feature cartoon cutouts for youngsters.

Tv commercials shown on children's shows in test areas are featuring a jingle about "Whoo" and his unique occupation.

Leo Burnett Co., Chicago, is the agency. #

Associations Index Issued

A new geographic index, which lists by state and city all national associations, professional societies, labor unions and other non-profit organizations listed in the basic volume, "Encyclopedia of American Associations," has been introduced. Each listing in the new index includes the name and address of the association, as well as name and title of the chief official.

Rauh Names Eisner Agency

J. E. Rauh Cigar Co., Milwaukee, manufacturer of Thora cigars, has appointed William Eisner & Associates, Milwaukee, as its agency.

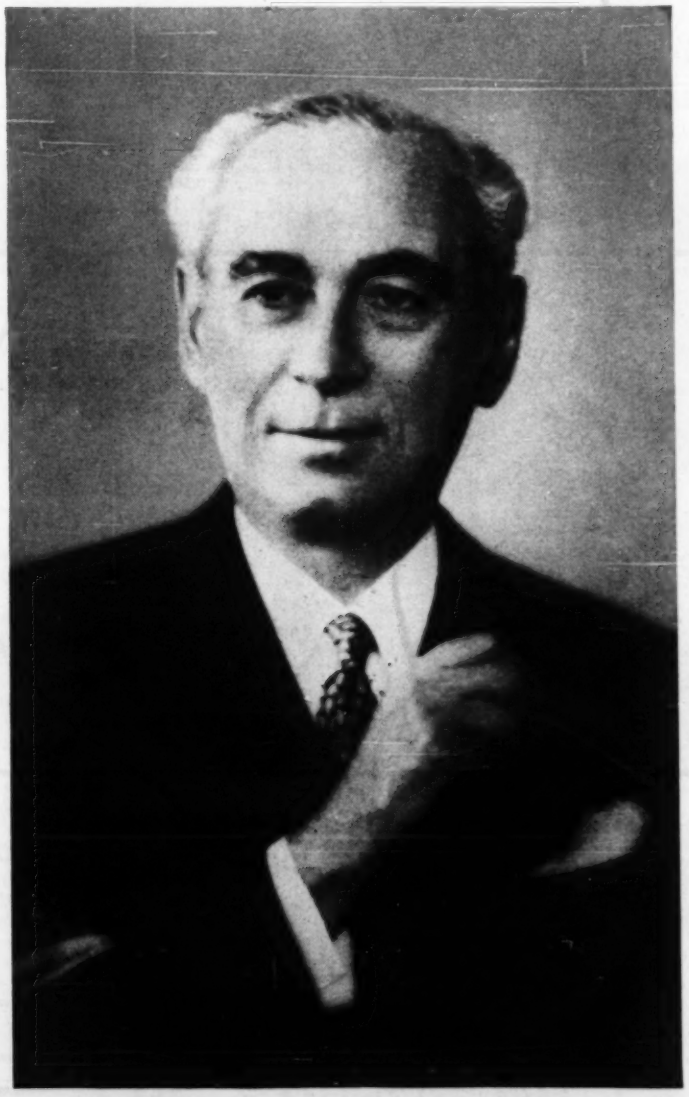
What do farmers with dairy herds of 30 and more head say about "most helpful" farm publications?

● Important basic facts revealed in new McCann-Erickson Study. READY SOON!

MIDWEST UNIT
Farm Papers

ADVERTISE
JUDICIOUSLY
LORD & THOMAS
Newspaper, Magazine and Outdoor Advertising
Chicago New York
Have Designing Department, Advertisement Writing Department, Printing Department, and employ experts to facilitate the prompt preparation of effective advertising
A Third of a Century of Success

The advertising agency and its chief, from "The Man Who Shaped a Century", beginning in the July 5, 1960, issue of LOOK.



At the turn of the century, a new force
was emerging to sell the goods
of U.S. mass-production.
It was called "modern advertising",
and Albert Lasker was its apostle.
In the current LOOK,
John Gunther begins the Lasker story.
The story of a pioneer
who made $45,000,000 in advertising
and was always fascinated
by its mysterious power...
who said it made him feel
like primitive man suddenly blessed
with the gift of fire.
Using this power as no one had before,
Lasker introduced America to
new foods, new fashions, new luxuries—
to a new standard of living.
Meet "The Man Who Shaped a Century"
in the current LOOK,
the exciting story of people.

LOOK

PEOPLE ARE THE PURPOSE—PEOPLE ARE THE POWER

A message of importance to newspaper spacebuyers
FOLLOW THE LEAD
AHNA newspapers have shown remarkable increases in national advertising linage while almost every other group of print media are suffering a decline in national advertising dollars.
AHNA newspapers are leading in circulation, readership and results. Once you've tried an AHNA newspaper you'll see for yourself, in the form of more sales, why AHNA newspapers continue to gain in national advertising linage.
AHNA newspapers are community leaders, sparking civic improvements, monitoring civil action and protecting civil liberties, spearheading local merchants' group sales efforts.
All of which means AHNA newspapers wil ring the bell in cash register sales. Why not follow the lead and see for yourself?
WRITE FOR FREE COPY
RATE & DATA GUIDE 1960
It's A Bull's Eye Everytime
of AHNA's 1960 Rate & Data Guide . . . 44 pages of useful information on the nation's top community and shopping newspapers.
Accredited Home Newspapers
OF AMERICA, INC.
1706 Rhode Island Avenue, N.W.
Washington 6, D.C. • District 7-4618
141 East 44th St.
New York 17, N.Y. • MUrray Hill 2-8273

'Roanoke Times,' 'World-News,' to Offer R.O.P. Service in Fall

The *Roanoke Times* and *World-News* will offer its advertisers r.o.p. color service, effective Sept. 1. Color units will be sold in four general categories: Morning, evening, or Sunday alone; morning and evening combination; morning or evening with the Sunday edition, or the Sunday newspaper and both daily newspapers. The *Times* and *World-News* have had spot color service since 1957.

The newspapers will hold a color forum, "Call to Colors," Aug. 9, at which executives from other dailies will speak.

Kirkland with 'Family Weekly'

In a caption accompanying a photo of Ron Gow of Whirlpool Corp. and Donald D. Kirkland (AA, June 20), ADVERTISING AGE identified Mr. Kirkland as being with *Family Circle*, which is incorrect; he is with *Family Weekly*.

Wise Ad Budgeting Reduced to Statistics in Weinberg Report

NEW YORK, June 21—Robert S. Weinberg, a mathematician turned economist, who is manager of market research for International Business Machines, has completed a 25-page "Analytical Approach to Advertising Expenditure Strategy," which the Assn. of National Advertisers released June 17.

Mr. Weinberg's aim was to determine the most profitable level of advertising expenditure. He indicated that maximum net profit after taxes would be determined by four sets of factors interacting simultaneously. These are:

1. Economic and industry—the interrelation between industry sales and general economic activity.
2. Competitive—the company's share of market.
3. Internal—the interrelation of company net profits before taxes and company sales.
4. Institutional—the structure of taxes, industry practices, government trade regulations and the availability of external capital.

■ According to Mr. Weinberg, the most efficient ad expenditure must reflect the interactions between these factors and the expected future advertising expenditures of the company's competitors.

The level of company advertising required to attain a given marketing objective will depend on three factors, he said: Its current market position; the level of competitors' ad expenditures, and the relative effectiveness of the company's ad expenditures.

Mr. Weinberg's study includes two case examples which indicate how the margin of error was narrowed in the determination of the most profitable advertising expenditure under given conditions.

The book is $5 to non-members of ANA.

ANA OUTDOOR STUDY GIVES RATES, TRAFFIC, OPERATORS

NEW YORK, June 21—The Assn. of National Advertisers has issued the initial report in its new study of circulation and rate relationships of outdoor advertising.

The 22-page report lists in tabular form current information on market population, allotment, ad rates, cost-per-1,000 circulation and audited daily circulation of each illuminated outdoor plant in the U.S. Also listed are names of plant operators for each location.

The outdoor report was prepared under direction of ANA's outdoor advertising committee and was compiled from data provided by the Traffic Audit Bureau, National Outdoor Advertising Bureau and Outdoor Advertising Assn. of America. It is available to non-members of ANA at $5 per copy. #

Riedl & Freede Adds One

Anken Chemical & Film Corp., New York, has appointed Riedl & Freede, Clifton, N.J., to handle advertising for its subsidiary, Transcopy Inc. Billings for the account, formerly with Gardner Advertising Co., will be $250,000.

Patafio Joins Ambassador

John J. Patafio Jr., former eastern advertising manager of the *Reporter of Direct Mail Advertising*, has been named director of sales development of Ambassador Mail Advertising, Bellmore, N.Y.

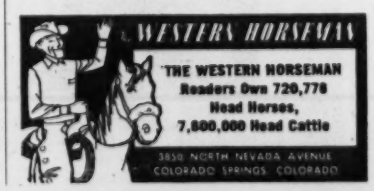
The NASA-USAF-Navy X-15 manned rocket gets a vital part . . . delivered with jet-age speed by AIR EXPRESS

X-15 part flies first 3000 miles by Air Express

The scene: Edwards Air Force Base, Calif. Crack engineers work 'round the clock to ready the X-15 for its flight to the brink of outer space. Its engine, built by Thiokol in Denville, New Jersey, packs a 400,000 HP punch—more than the power of two giant ocean liners! Because of an accelerated assembly schedule, some parts—like this turbine pump control—are installed right on the flight line. They must be shipped fast, with kid-glove handling. In short, a job for low-cost AIR EXPRESS. Give your business these advantages, too. Call AIR EXPRESS to speed your products FIRST TO MARKET . . . . FIRST TO SELL.

AIR EXPRESS

CALL AIR EXPRESS DIVISION OF RAILWAY EXPRESS AGENCY • GETS THERE FIRST VIA U. S. SCHEDULED AIRLINES



In Delaware Valley, the Suburbs account for 65% of Food Sales

—And in Delaware Valley's suburbs, The Daily Inquirer is read by 27% more women than the major evening newspaper.*

So, if you want to sell more where they're buying more—put your advertising in The Inquirer!

*Source: "Philadelphia Newspaper Analysis" by Sindlinger & Company Inc. Highlights available on request.

The Philadelphia Inquirer

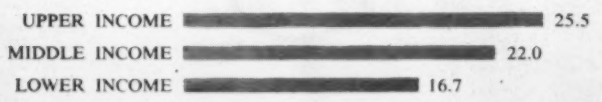
Good Mornings begin with The INQUIRER
for 1,433,000 adult daily readers

NEW YORK	CHICAGO	DETROIT	SAN FRANCISCO	LOS ANGELES
ROBERT T. DEVLIN, JR.	EDWARD J. LYNCH	RICHARD I. KRUG	FITZPATRICK ASSOCIATES	FITZPATRICK ASSOCIATES
342 Madison Ave.	20 N. Wacker Drive	Penobscot Bldg.	155 Montgomery St.	3460 Wilshire Boulevard
Murray Hill 2-5838	Andover 3-6270	Woodward 5-7260	Garfield 1-7946	Dunkirk 5-3557

1960 SUMMER OLYMPICS IN ROME...EXCLUSIVE ON THE CBS TELEVISION NETWORK

You will be more than a good sport if you take your customers to the Summer Olympic Games in Rome, via the exclusive broadcasts of the CBS Television Network. You will be the far-sighted sponsor of an exceptional advertising vehicle. All signs point to the gathering of an unprecedented television audience–vast, excited, and attentive, coming back day after day.

People are still talking about this network's coverage of the Winter Olympics at Squaw Valley: viewers still marveling at the thrills of Olympic competition; advertisers still marveling at the size and quality of the television audience. *Five out of every six upper and middle income families,* and three out of every four lower income families, watched the Winter Games. If you make cars or stoves or other "high-ticket" items you will be interested to note that upper income families watched most, as Nielsen average-minute ratings show:

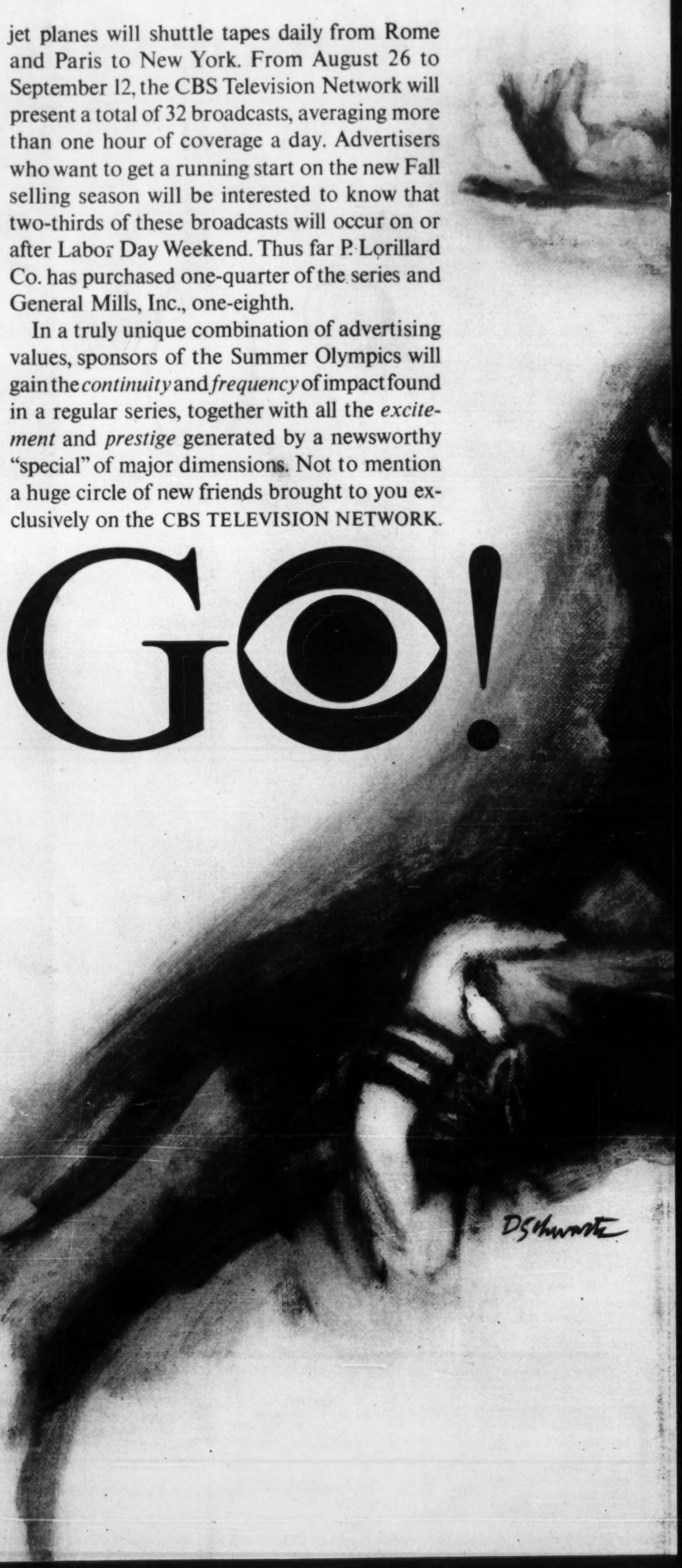


The broadcasts from Squaw Valley also attracted more *adult* viewers per family than any other Winter program–with the result that a leading cigarette maker was the first advertiser to sponsor a part of the Summer series. (Because of the number of viewers of *all* ages, a famous cereal maker soon followed.) Altogether, more than 100 million Americans tuned in.

Yet the Winter Games were scarcely more than a warm-up exercise for the Summer Olympics –the world's greatest sports spectacle–to be held this year in the ancient thoroughfares and modern arenas of the Eternal City. Television tourists will follow the Marathon from the Capitoline Hill along the Appian Way, past the Coliseum to the Arch of Constantine. Sports enthusiasts will see Herb Elliott of the 3:54 mile, the seven-foot high-jumping John Thomas, the fabulous Konrads swimmers–the foremost men and women athletes of our time drawn from every quarter of the globe.

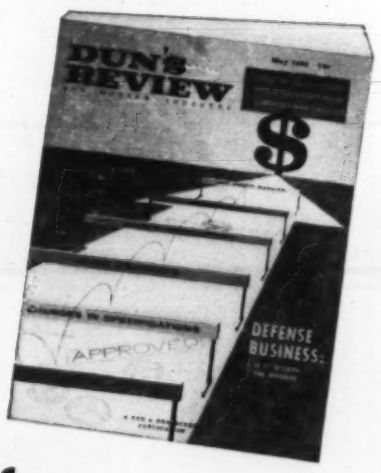
To bring the Summer Olympics to the American people within a few hours of each event, jet planes will shuttle tapes daily from Rome and Paris to New York. From August 26 to September 12, the CBS Television Network will present a total of 32 broadcasts, averaging more than one hour of coverage a day. Advertisers who want to get a running start on the new Fall selling season will be interested to know that two-thirds of these broadcasts will occur on or after Labor Day Weekend. Thus far P. Lorillard Co. has purchased one-quarter of the series and General Mills, Inc., one-eighth.

In a truly unique combination of advertising values, sponsors of the Summer Olympics will gain the *continuity* and *frequency* of impact found in a regular series, together with all the *excitement* and *prestige* generated by a newsworthy "special" of major dimensions. Not to mention a huge circle of new friends brought to you exclusively on the CBS TELEVISION NETWORK.



for the right impact on business decisions...

advertise to management in the magazine



edited for the age of the manager

Dominant, continuous advertising to management in DUN'S REVIEW and Modern Industry is the effective . . . selective . . . economical way to influence business decisions. Here your dollars buy frequent, impressive advertising which is read by important executives when they are thinking about business and most responsive to business advertising.

And this advertising reaches men your salesmen often can't.

This is the reason advertisers are placing more pages in DUN'S REVIEW, the business management magazine. They have found it the place to influence the decisions of men who have the authority and interest to act. When you advertise to business your advertising belongs in . . .

DUN'S REVIEW
AND MODERN INDUSTRY

The magazine of Presidents
...and men who are going to be!

ABC

GRANT SPEAKS—*Will C. Grant, board chairman of Grant Advertising, speaks to members of the Florida Citrus Commission, paving the way for a full-scale presentation by his agency, which sought the fresh fruit portion of the commission's $4,000,000 consumer advertising account.*

Grant Promotes Split-Account Concept to Florida Citrus Commission

Two Agencies Cost No More Than One, Agency Tells Commissioners

LAKELAND, FLA., June 21—Persons who witnessed the presentations made before the Florida Citrus Commission last week (AA, June 20) were still talking this week about the sales argument made by Grant Advertising, which solicited the fresh fruit share of the commission's account.

The Grant presentation, which took one hour and 35 minutes, was presented by a team composed of Will C. Grant, board chairman; Elliott Plowe, president; John Dey, exec vp in charge of Grant's Miami office; Nelson Mason, vp in charge of Grant's Tampa office; John Pinto, creative vp in New York, and Palmer Tyler, vp of the Miami office.

■ Asserting that a good competitive program is good for both the fresh and processed citrus products, Mr. Mason maintained that two sets of creative brains are better than one. He said that although Benton & Bowles maintains that it has separate copy groups on fresh and processed products, the agency announced last April that one orange product should not compete with another.

Mr. Dey hammered hard on the multiple-agency setup, and emphasized that having two agencies instead of one would not cost the commission any more money.

Mr. Dey cited several examples of large food companies in the U.S. which have successfully adopted multiple-agency setups. He pointed out that in 1958, General Foods split its Maxwell House coffee account, naming Ogilvy, Benson & Mather for its regular coffee and leaving instant coffee with Benton & Bowles, which previously had the entire account. He added that regular coffee sales had increased since the split.

■ "If you're wondering if a split account would attract top agencies," Mr. Dey said, "just remember that when Benton & Bowles got your account five years ago, the total budget was the same as your processed budget is today."

Mr. Dey also pointed to the Sunkist fresh lemon account (with billings of $1,300,000), which was won by Leo Burnett Co. last month. "This account attracted such top agencies as Burnett, J. Walter Thompson Co. and Batten, Barton, Durstine & Osborn," he said. "The account was moved out of Foote, Cone & Belding after 52 years because Sunkist wanted a fresh approach to fresh lemon advertising. And don't forget, fresh lemon sales have been declining since World War II, a condition similar to your own."

Mr. Plowe promised that if his agency got the account, it would hire a well-known fresh fruit marketing man and open a service office in Lakeland.

■ Media plans for fresh citrus fruit were discussed by Mr. Tyler of Grant's Miami office. Long range plans called for insertions in *Good Housekeeping* and *McCall's*.

Plant season campaigns would be featured with full-color pages in newspaper supplements—specifically *Sunday, The American Weekly* and *This Week Magazine*.

For short range, close support Grant planned ads in newspapers in 41 markets, which have 70% of

SAN DIEGO CALIFORNIA BUYS

ideas that sell at the point of sale

√ CHECK items on which you want information and samples and write Chicago Show Printing Company, 2635 N. Kildare, Chicago 39.

☐ Permanent-type Displays—wood, glass, plastic, metal ☐ Molded Plastic and Animated Displays ☐ Complete Dealer Display Kits ☐ Cloth Banners ☐ Outdoor Displays—Stanzall® ☐ Cardboard Displays ☐ Econo Signs ☐ Mystik®—Self-Stik Displays ☐ Pennants ☐ General Lithographing Services ☐ Complete creative point-of-sale facilities from ideas to sales.

citrus fruit sales, and a saturation spot radio campaign. The spot radio push, in Detroit for example, would include 50 spots the first week on one station, 50 spots the second week on a second station and 50 spots the third week on a third station, with the cycle starting over the fourth week, Mr. Tyler said.

■ A full program of proposed print and radio ads, with suggested themes, headlines and copy, was presented by John Pinto, creative vp. The first suggested headline was, "Squeezin's better than freezin' (and God knows, it's better than Tang)."

Mr. Pinto blasted the "orange look" in ads for orange products and he showed a number of slides to illustrate his point. "When a consumer reads ads, he sees orange, and this tends to confuse him," Mr. Pinto said.

The first ad he showed featured a red orange in the middle surrounded by much white space. The headline said, "Nothing tastes fresh as fresh Florida oranges," which turned out to be the principal slogan for all the Grant ads. The copy followed with such statements as, "Real oranges come only in this container," and "fresh from the health state." The ad also contained a recipe.

Other ads featured such headlines as, "For eatin' or squeezin'," "Peeled, sliced, squeezed, diced" and "New breakfast discovery: Spiked orange juice." Mr. Pinto drew many laughs when he showed an ad with the headline, "Why take Phake?" Phake, it was explained at the bottom of the ad, was a synthetic orange-type drink.

Mr. Pinto told the commissioners that Grant had discussed the possibility of stamping the *Good Housekeeping* seal on every Florida orange with the magazine and that the chances of completing the arrangement were excellent. "I think our major problem will be to get the growers to add the stamp," he said.

WINNER—*Dr. Cortez F. Enloe, president of the agency bearing his name, speaks before the citrus commission. Dr. Enloe was awarded its medical ad account (AA, June 20).*

Many of the grapefruit ads featured a comic drawing of a child and a grapefruit. A typical headline read, "I wish I was a grapefruit, Mom." "I wish I were a grapefruit, dear." "You too, Mom?"

"The new crop's at your store now—get a bagful while they last. Fresh ruby red grapefruit from Florida, the health state. Packed with Vitamin C. The biggest health bargain in town. And the tastiest."

The Grant presentation was prepared by the agency's New York, Chicago and Miami offices.

Grant told the commissioners that its fresh fruit account would not conflict with that of another Grant client, Dr. Pepper.

The agency received an unsolicited testimonial from William D. Sims II, former president of Colgate-Palmolive Co., who now lives in Orlando, who appeared before the commission and praised the agency's work and Mr. Grant.

■ A large crowd jammed the citrus commission's auditorium to witness the Grant presentation, including Atherton W. Hobler, chairman of the executive committee of Benton & Bowles, and several others from that agency. Other spectators included representatives of Campbell-Ewald Co. and Liller, Neal, Battle & Lindsey, neither of which was making a presentation, as well as of the three which were contesting for the commission's medical advertising account—Cortez F. Enloe Inc.; L. W. Frohlich & Co. and Burdick & Becker. #

TABLOIDS

Dealer Imprinting Our Specialty

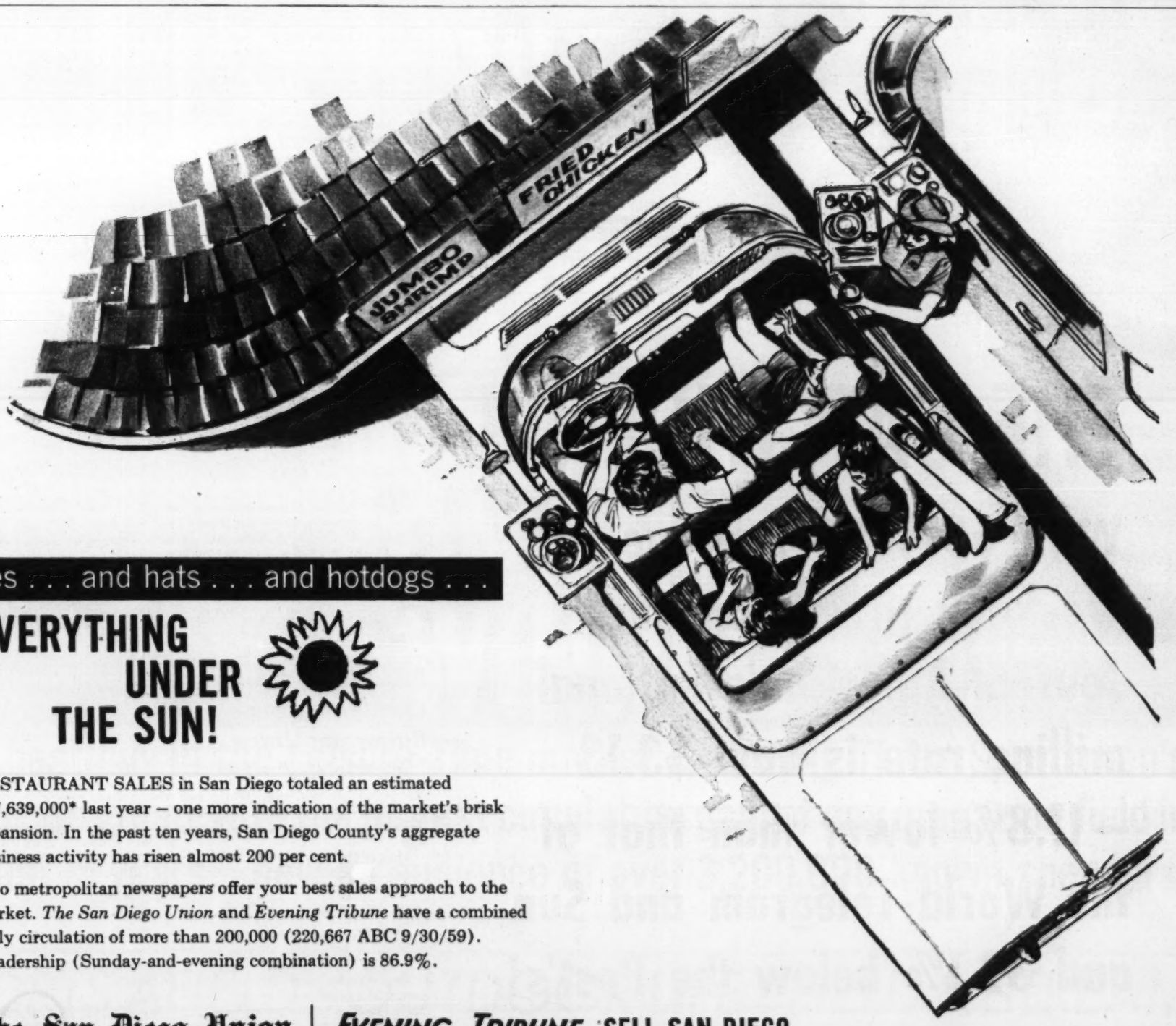
Any Amount — As Required

ALSO—MAGAZINES, CATALOGS, FOLDERS

SERSEN'S IMPRINTING

120 So. Sangamon Street

Phone: CH 3-2050 Chicago 7, Ill.



homes . . . and hats . . . and hotdogs . . .

EVERYTHING UNDER THE SUN!

RESTAURANT SALES in San Diego totaled an estimated $97,639,000* last year – one more indication of the market's brisk expansion. In the past ten years, San Diego County's aggregate business activity has risen almost 200 per cent.

Two metropolitan newspapers offer your best sales approach to the market. *The San Diego Union* and *Evening Tribune* have a combined daily circulation of more than 200,000 (220,667 ABC 9/30/59). Readership (Sunday-and-evening combination) is 86.9%.

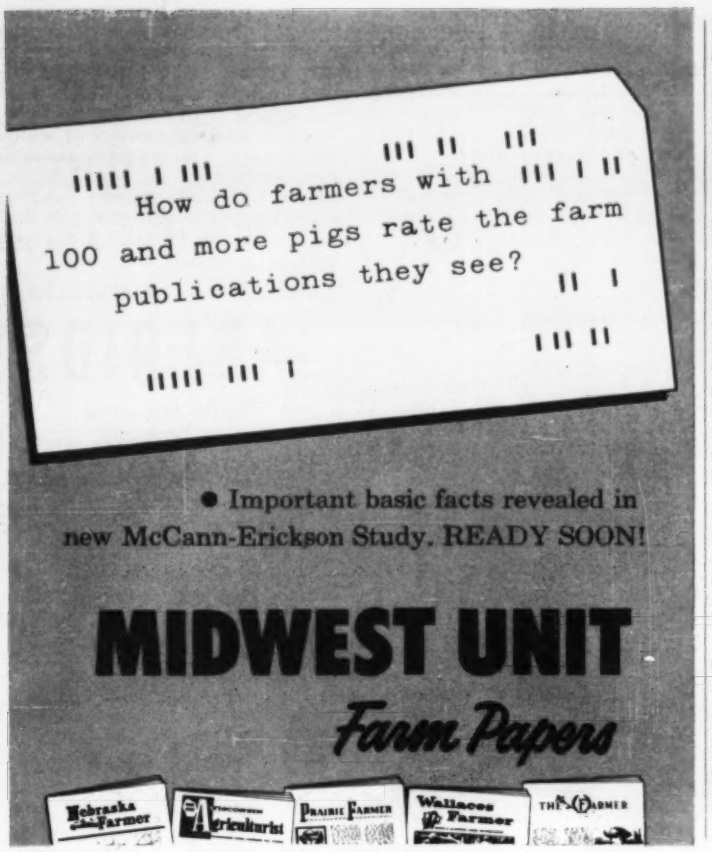
The San Diego Union | EVENING TRIBUNE SELL SAN DIEGO

*Source: Economic Research Department, Union-Tribune Publishing Company

"The Ring of Truth" Copley Newspapers

15 Hometown Daily Newspapers covering San Diego, California — Springfield, Illinois — Northern Illinois — and Greater Los Angeles. Served by the Copley Washington Bureau and the Copley News Service.

REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., INC.



Borden, General Foods Run Joint Promotion in TV, Print

Borden Co., New York, will promote its Eagle Brand sweetened condensed milk in a joint advertising campaign with Baker's Angel Flake coconut, a General Foods product. The ads will feature a recipe for "lemon snow freeze," a summer dessert. Color page ads will be run in the August *Ladies' Home Journal* and *McCall's* in addition to commercials promoting the dessert on General Foods' regularly sponsored ABC-TV shows, "Who Do You Trust?", "Day in Court" and "Love That Bob." In-store display material, including bin risers and recipe pads, are being furnished to grocery stores during the July and August promotion.

Borden will run a separate campaign for its Eagle milk with two-color ads in the July *Better Homes & Gardens, Good Housekeeping* and *Successful Farming*. Young & Rubicam is the agency for both Eagle milk and Baker's coconut.

Grant, Rosenblum Open Shop

Promotion Plans and Programs, specialist in sales promotion activities, has opened at 120 E. 56th St., New York. Principals are Thomas Grant, who has an advertising management background, and Sig Rosenblum, a sales promotion consultant.

THE GAP WIDENS!

With 607,000 average weekday circulation, the Journal-American's national milline rate is now $3.13 —11.8% lower than that of the World-Telegram and Sun and 32.1% below the Post's!

Based on National Advertising Rates and A.B.C. Publisher's Statements for 6 months ended March 31, 1960.

The N.Y. Journal-American is represented nationally by Hearst Advertising Service Inc.

Nielsen Network TV

Two Weeks Ending May 22, 1960

Copyright by A. C. Nielsen Co.

*Nielsen Total Audience**

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Frank Sinatra Timex Show (Timex, ABC)	18,487
2	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	18,261
3	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	18,035
4	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	15,368
5	Red Skelton Show (S. C. Johnson, Pet Milk, CBS)	14,012
6	Ed Sullivan Show (Colgate-Palmolive, Eastman Kodak, CBS)	13,786
7	77 Sunset Strip (Several sponsors, ABC)	13,560
8	Danny Thomas Show (General Foods, CBS)	13,379
9	Price Is Right—8:30 p.m. (Lever Bros., Speidel, NBC)	12,566
10	Playhouse 90—Wed. (American Gas, Allstate, R. J. Reynolds, CBS)	12,430

PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	Frank Sinatra Timex Show (Timex, ABC)	42.6
2	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	40.8
3	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	40.4
4	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	34.5
5	Red Skelton Show (S. C. Johnson, Pet Milk, CBS)	31.4
6	Ed Sullivan Show (Colgate-Palmolive, Eastman Kodak, CBS)	30.9
7	77 Sunset Strip (Several sponsors, ABC)	30.8
8	Danny Thomas Show (General Foods, CBS)	29.9
9	Price Is Right—8:30 p.m. (Lever Bros., Speidel, NBC)	28.7
10	Playhouse 90—Wed. (American Gas, Allstate, R. J. Reynolds, CBS)	28.3

*Nielsen Average Audience***

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	17,040
2	Frank Sinatra Timex Show (Timex, ABC)	15,052
3	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	14,871
4	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	14,328
5	Red Skelton Show (S. C. Johnson, Pet Milk, CBS)	12,792
6	Danny Thomas Show (General Foods, CBS)	12,475
7	Price Is Right—8:30 p.m. (Lever Bros., Speidel, NBC)	11,526
8	Father Knows Best (Lever Bros., Scott Paper, CBS)	11,210
9	I've Got A Secret (R. J. Reynolds, Bristol-Myers, CBS)	11,164
10	77 Sunset Strip (Several sponsors, ABC)	10,893

PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	38.1
2	Frank Sinatra Timex Show (Timex, ABC)	34.7
3	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	33.3
4	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	32.2
5	Red Skelton Show (S. C. Johnson, Pet Milk, CBS)	28.7
6	Danny Thomas Show (General Foods, CBS)	27.9
7	Price Is Right—8:30 p.m. (Lever Bros., Speidel, NBC)	26.3
8	Father Knows Best (Lever Bros., Scott Paper, CBS)	25.1
9	I've Got A Secret (R. J. Reynolds, Bristol-Myers, CBS)	24.9
10	77 Sunset Strip (Several sponsors, ABC)	24.7

* Homes reached by all or any part of the program, except for homes viewing only one to five minutes.

**Homes reached during the average minute of the program.

† Percented ratings are based on tv homes within reach of station facilities used by each program.

Boost Contraceptives Like Toothpaste, Rainwater Urges

CHICAGO, June 21—Advertisers are falling down in their duty to the public by not advertising and actively promoting the use of contraceptives for controlling family size.

This is the opinion of Lee Rainwater, associate director of Social Research Inc., whose new book, "And the Poor Get Children: Sex, Contraception & Family Planning in the Working Class," was just published by Quadrangle Books Inc. ($3.95).

Mr. Rainwater, whose book is based on a pilot study of 100 lower-class families interviewed in depth in Chicago and Cincinnati, feels the advertisers could do the same job here that they have done for dental hygiene ("Brush your teeth twice a day; see your dentist twice a year").

■ His book brings out the fact that lower-class couples have large families despite the fact they don't want them, because of their lack of knowledge of contraceptive devices —or, if they have the knowledge, their lack of information on how to use the devices effectively. These people are too timid or ashamed to go to doctors or clinics to find out about these devices, and very often are mistrustful of clinics, the book says.

According to Mr. Rainwater, the best way—often the only way—to reach these people is through mass media, such as newspapers, radio, magazines and television.

Mr. Rainwater acknowledged that any advertiser brave enough to undertake such advertising would be up against a great wall of taboo on discussing such topics publicly.

The study on which the book is based was sponsored by the Planned Parenthood Federation of America. #

United-Carr in Corporate Ads

United-Carr Fastener Corp., Boston, maker of metal and plastic parts for electronic, automotive, aircraft, appliance and other industries, will run corporate ads in *Business Week* and *Newsweek*. The ads will consist of two columns, to be separated by a column of editorial, with one of the ad columns devoted to a single product and the other dealing with the corporate image. The schedule was handled by Reach, McClinton & Humphrey, Boston.

Your best buy in the Leisure-Time market is the Big Three Sportsmen's Magazine group, with the largest circulation gain of any magazine field in the last 15 years...now an audience of over 3,200,000 known spenders!

Your salesmen call on their best prospects first. Why not your advertising?

SPORTS AFIELD • OUTDOOR LIFE • FIELD & STREAM

UP 211% ***LARGEST CIRCULATION GAIN OF ANY MAGAZINE FIELD IN THE LAST 15 YEARS!***

SPORTS AFIELD

A HEARST KEY MAGAZINE • 959 EIGHTH AVENUE • NEW YORK 19, N. Y.

1st Quarter Circulation
Over 1,100,000*
Highest in History!
*Publisher's Estimate

Penn & Hamaker Adds Account; Names Wiemer in Media

Penn & Hamaker, Cleveland, has been appointed agency for Meriam Instrument Co., Cleveland, maker of meters and gauges.

The agency has appointed Raymond F. Wiemer, formerly associate editor of *Building Products*, media director.

Blair TV Names Two

Richard Kimball, previously with George P. Hollingbery Co., has joined the Chicago sales staff of Blair Television Associates, station representative. Lloyd Heaney, formerly with the Chicago office of Blair Television, has been transferred to the New York headquarters.

Hupp Unit Launches New Push

Perfection division of Hupp Corp., Cleveland, launched a new ad campaign this month for its new refrigerated semi-trailers. The kickoff campaign includes two-color pages in *Commercial Car Journal* and *Fleet Owner*. Butrick & Associates, Cleveland, is the agency.

CRITICAL READERS LISTENERS, VIEWERS
think up claims that your agency, clients or personnel have committed
LIBEL, SLANDER, INVASION OF PRIVACY OR COPYRIGHT, PLAGIARISM.
BEFORE it happens, get our unique Excess INSURANCE Policy an effective and inexpensive cushion against these hazards.
EMPLOYERS REINSURANCE CORPORATION
21 W. Tenth, Kansas City, Mo.
New York 107 William St. | Chicago 175 W. Jackson | San Francisco 100 Bush St.

Spice Islands Aims at 'Taste Makers' in Print Drive

SAN FRANCISCO, June 21—A national consumer magazine campaign with romantic and historical overtones will be used to establish a sales personality for the Spice Islands products of the Leslie-Spice Islands Sales Co.

Developed by the San Francisco personnel of Dancer-Fitzgerald-Sample, with R. W. Murphy, vp in charge of sales and John McMurran, Spice Islands advertising manager, the campaign will run through next October.

The color page ads will run in *Atlantic*, *Harper's* and *The New Yorker*, with the first two of the series appearing as a junior page in *Holiday*. Single column b&w ads will appear on pages facing the color ads.

"We did this deliberately," explains Vern Norris, D-F-S vp and account executive on the Spice Islands campaign, "in order that

the ads might read out of the full pages and into the more specific product copy of the b&w single column ads."

■ Only two of the b&w ads have been completed to date, with a third to be ready soon. A single column b&w ad also will run in

The good Captain sets sail for
SPICE ISLANDS (a precedent followed happily ever since by other astute Cooks)
SPICE ISLANDS

Gourmet magazine.

Art director on the campaign was Gig Gonella, with copy prepared by Hal Larson and Bernie Lee.

Dancer-Fitzgerald-Sample acquired the Spice Islands account last fall. Foote, Cone & Belding held the account previously.

"In developing the theme of a campaign," ADVERTISING AGE was told by Mr. Larson, "we recognized the fact that Spice Islands is pretty much accepted as the quality brand of spices and that the product has a great and natural name offering all manner of promotional possibilities.

■ "Spice," Mr. Larson continued, "is the kind of product for which many people look to presumably more knowledgeable experts for guidance. So we decided to do a campaign directed at the 'taste makers,' to be placed in publications they could be expected to read.

"And we set out to fashion a campaign that would establish a bright and appealing personality for the Spice Islands line, a personality we will be content to live with for a long, long time.

"There is such a place as Spice Islands, you know. It's real, although it's now called the Molucca Islands. Marco Polo trudged overland across two continents to find them. History also puts da Gama there, and Capt. Cook and Magellan. Columbus was aiming for them.

"In truth, our research taught us that the Spice Islands was rather an important area in hastening the age of commerce. And, of course, we were aware of the romance of the place as exotic tropical isles with lovely ladies and an atmosphere redolent with the aroma of spices.

■ "But while we wanted to take advantage of all these values," Mr. Larson said, "we didn't want to take ourselves too seriously. The product, yes; the ads, no. So we took the light tack illustrated in the copy.

"It was our thought that we could accomplish our objectives more effectively if in the ads themselves we didn't talk competition. We want Spice Islands to mean spice with these taste makers we're talking to. So the ads are the soul of soft sell.

"The facing b&w columns," Mr. Larson noted, "do, of course, talk about specific products. But even there we try to be gentle; careful not to overstate, and to be believable. And we try to maintain the tone of the page ads.

Mr. Gonella, as art director, and Mr. Larson conceived the campaign together.

"We abstracted characters from history and made the ads revolve about them. Gig went to New York

and got the top photographer, Arnold Newman. And we arranged for a protagonist to appear in every ad."

The protagonist, actor Tony Randall, is named in most of the facing single column ads.

"We thought that Randall had exactly what we wanted," Mr. Larson said, "a sophisticated contemporary character with appeal to nearly everyone, but especially to our taste maker audience. And of course the guy is a great clown; he did a beautiful job of mugging —enough, but not too much.

"These are not endorsement ads," Mr. Larson added. "And, in every picture there is a happy anachronism; a jar of the Spice Islands product in the oldtime setting." #

Basford Names Two

G. M. Basford Co., New York, has appointed Henry W. Taylor Jr., formerly with Union Carbide International Co., an assistant account executive and Adolph Petersen, formerly with Smith, Hagel & Knudsen, to the copy department. Basford also has been named by the American Society for Metals, New York, as central news bureau for the society's 1960 metal show to be held in Philadelphia Oct. 17-21.

Holman Joins Memphis Dailies

Raymond G. Holman has been named assistant manager of the general advertising department, Memphis Publishing Co., publisher of the *Commercial Appeal* and *Memphis Press-Scimitar*. He formerly was general advertising department manager of the *Indianapolis Times*.

A MEDIA PLAN WITHOUT NEGRO RADIO IS LIKE HAM WITHOUT EGGS!

No matter what other media you're using, if you haven't discovered Rounsaville Radio's six Negro markets you are overlooking an 824 million dollar consumer group. That's what 1,433,000 Negroes in the Rounsaville Radio area have ready to spend *AFTER* taxes each year. More than 80% of their money is spent on consumer items alone. Negro business is important business—it can influence the sales picture of any product! Incomes are up 192% since World War II! To make sure you're getting your share of nearly one billion dollars, use Rounsaville Radio! All six Rounsaville Radio stations are Number-One Rated by *BOTH* Pulse and Hooper. Get the facts! Call Rounsaville Radio in Atlanta, John E. Pearson, or Dora-Clayton in the Southeast today.

Personal Letter

An advertiser's dream would be a captive audience pre-conditioned to buy his product. The nearest thing to making this dream a reality is Rounsaville Radio—100% programmed to the Negro audience. Negro Radio comes closer to the Captive Audience and Pre-Conditioned Buyer than any existing medium. Negro performers tell your sales story to their Negro listeners, and believe me, they buy! No matter if your budget is large or small . . . no matter how many media you plan to use . . . a proper part of your budget must go to Rounsaville Radio or you miss this market. You can make excellent use of our Know-How to sell your products. Call on us, we'll be happy to help you. We are one of the oldest and *largest* broadcasters in Negro Radio.

HAROLD F. WALKER
V.P. & Nat'l Sales Mgr.

FIRST U. S. NEGRO-PROGRAMMED CHAIN
FIRST IN RATING IN SIX BIG MARKETS

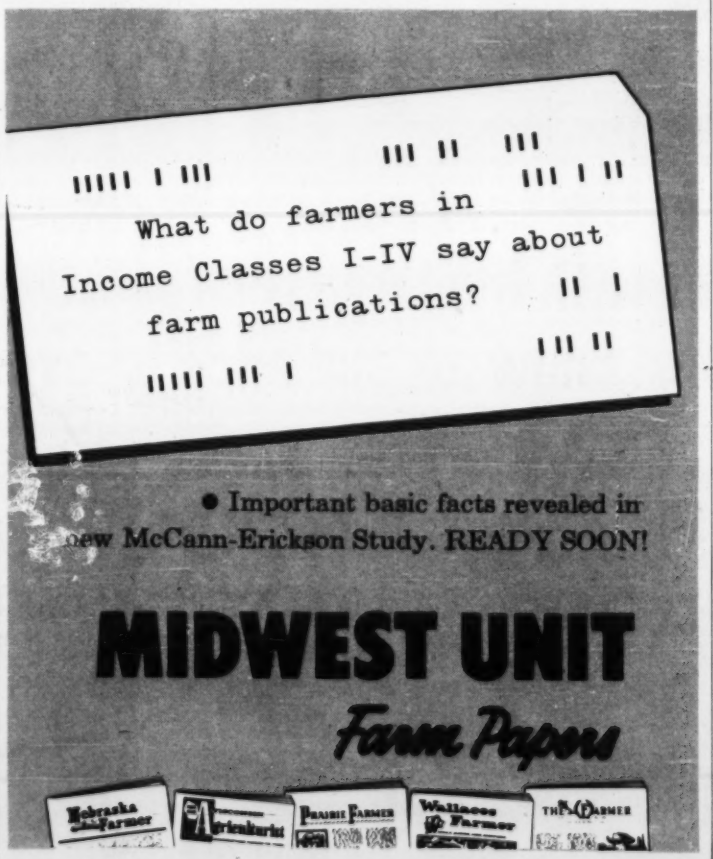
WCIN 1,000 Watts (5,000 Watts soon)—Cincinnati's Only all Negro-Programmed Station!
WLOU 5,000 Watts—Louisville's only all Negro-Programmed Station!
WMBM 5,000 Watts — Miami-Miami Beach's only full time Negro-Programmed Station!
WVOL 5,000 Watts—Nashville's only all Negro-Programmed Station!
WYLD 1,000 Watts — New Orleans' only full time Negro-Programmed Station!
WTMP 5,000 Watts — Tampa-St. Petersburg's only all Negro-Programmed Station!

BUY ONE OR ALL—DISCOUNTS WITH TWO OR MORE!

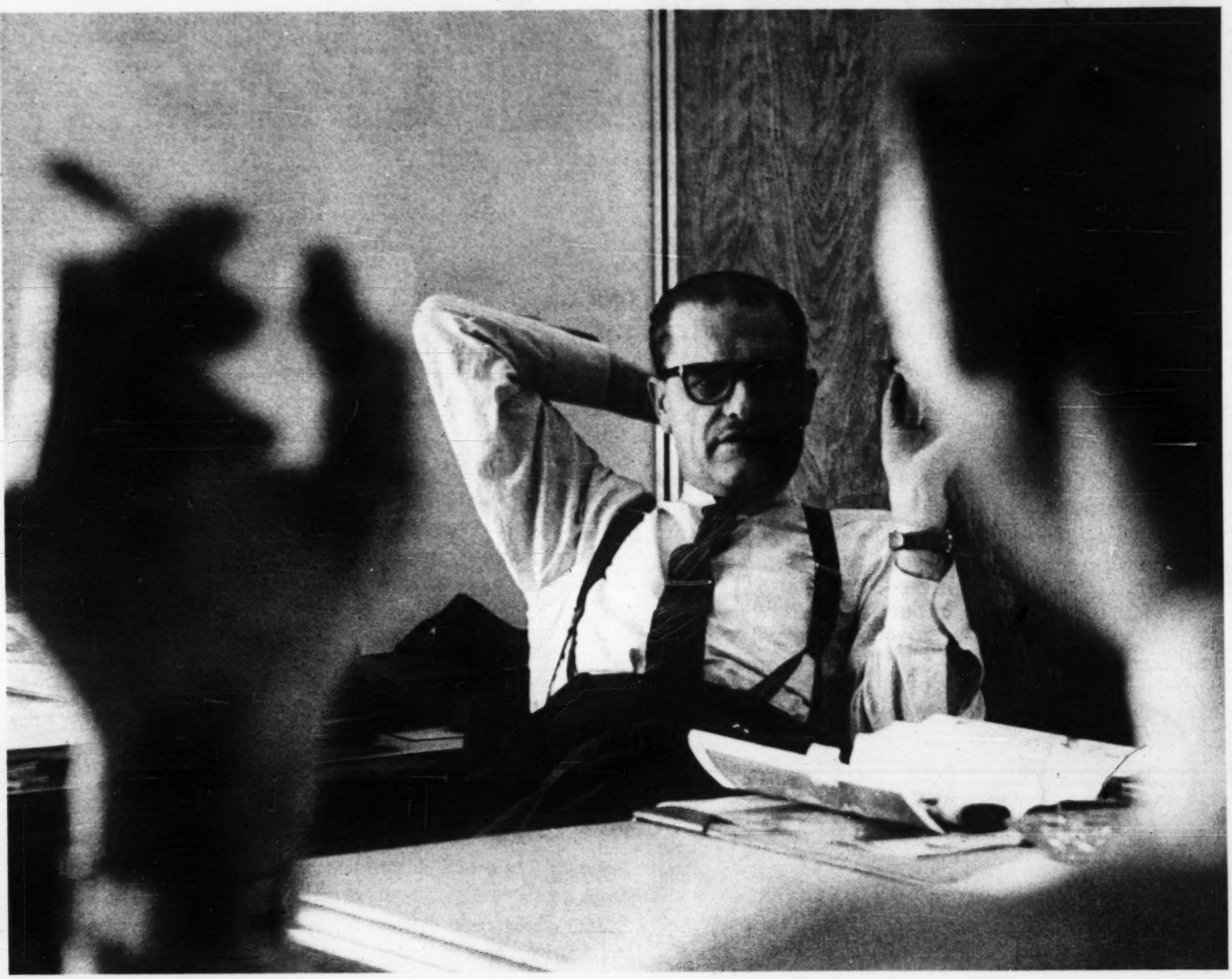
ROUNSAVILLE RADIO STATIONS

Peachtree at Mathieson, Atlanta 5, Georgia

ROBERT W. ROUNSAVILLE
Owner-President
JOHN E. PEARSON CO.
Nat'l Rep.
HAROLD F. WALKER
V.P. & Nat'l Sales Mgr.
DORA-CLAYTON
Southeastern Rep.

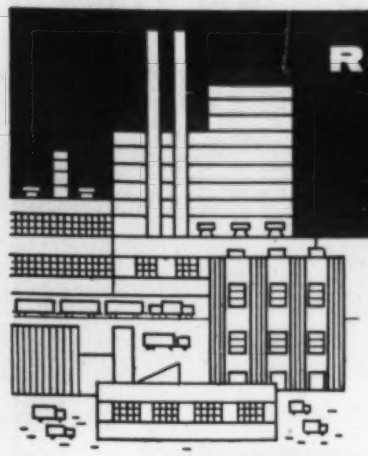


"SIM, ESTAMOS INTERESSADOS...LIMOS SEUS ANUNCIOS EN TIME."



If you represented a U. S. firm in South America, you'd give a pretty good account of yourself if you kept getting openings like this from your better prospects: "*Sim, estamos interessados —desde ter visto os avisos da sua companhia em* TIME." (Sure we're interested. Have been ever since we saw your company's ads in TIME.) To find out how TIME can do a selling job for you in any of the free world's markets, call your TIME International sales representative soon.

TIME's Latin America Edition. Published in English, the business language of the world, for decision-makers throughout Latin America. It consists of the editorial content of the U. S. Edition plus additional Latin American news and advertising directed to its special audience. TIME Latin America is printed in Havana and air-speeded to major cities for delivery to readers the same day as TIME in the U. S. Latest ABC circulation: 67,284 (six months average ending Dec. 31, 1959). Ask for the latest Audience Survey on this edition. **Five editions around the world:** TIME Latin America • TIME Atlantic • TIME Pacific • TIME Canada • TIME U. S.



Remarkable ROCKFORD

has more industries than any other city in Illinois, outside Chicago... More than many other large American cities

Rockford, Illinois, the city that just clinched honors as the state's New number 2 city in population (126,099) is also 2nd in manufacturing plants (484), according to the newly released 1958 census of manufacturers. And Rockford has long been the number 2 city in retail sales . . . first outside Chicago! No wonder it's called *Remarkable* Rockford. Get total coverage of this great market in the

Finest FULL COLOR Facilities

ROCKFORD MORNING STAR
Rockford Register-Republic

Simmons-Boardman Names Rep

Simmons-Boardman, New York, has named Conaway-Klaner-Vogler, Los Angeles, publishers' representative, to handle sales in the West for eight publications: *American Builder, Plant Location, Railway Age, Railway Locomotives & Cars, Railway Purchases & Stores, Railway Signaling & Communications, Railway Track & Structures,* and *International Railway Journal.* The latter is a multilingual monthly scheduled to begin publication next January.

Metrecal Was in 'Pageant'

In the June 20 issue ADVERTISING AGE ran a story on Metrecal, Mead Johnson's new weight control product. It said that advertising material included "a favorable article on the product in the February *Coronet.*" This was incorrect; the article actually appeared in the February issue of *Pageant.*

Coming Conventions

•Indicates first listing in this column.

June 26-29. Advertising Assn. of the West, annual convention, Hotel Del Prado, Mexico City.

July 9-10. Texas Newspaper Advertising Managers Assn., summer meeting, Western Hills Hotel, Fort Worth.

July 10-13. Newspaper Advertising Executives Assn., summer meeting, St. Francis Hotel, San Francisco.

July 10-16. Outdoor Advertising Assn. of America, annual meeting, to be held in conjunction with the International Congress of Outdoor Advertising, Royal York Hotel, Toronto.

July 24-Aug. 5. Advertising Federation of America, second annual management seminar in advertising and marketing, Harvard Business School, Cambridge, Mass.

Aug. 2-5. Third annual Advertising Age Creative Workshop, Palmer House, Chicago.

Aug. 12-13. Arkansas Broadcasters Assn., Hotel Marion, Little Rock.

Aug. 26-27. Oklahoma Broadcasters Assn., Western Hills Lodge, Wagoner.

Sept. 2-4. West Virginia Broadcasters Assn., annual fall meeting, The Greenbrier, White Sulphur Springs, W. Va.

Sept. 8-9. National Business Publications, New York regional conference, Hotel Roosevelt.

Sept. 9-11. Iowa Daily Press Assn., 26th annual meeting, Des Moines.

•Sept. 15-16. Region 5, Public Utilities Advertising Assn., Tampa Terrace Hotel, Tampa, Fla.

Sept. 16-19. Mail Advertising Service Assn., annual convention, Sheraton Cadillac Hotel, Detroit.

Sept. 21-23. Life Advertisers Assn., annual meeting, Essex House, New York.

Sept. 22-24. Advertising Federation of America, 10th District, Little Rock, Ark.

Sept. 28. Assn. of National Advertisers, Workshop on Advertising Management, Ambassador Hotel, Chicago.

Oct. 2-4. Advertising Federation of America, 7th District, Chattanooga, Tenn.

Oct. 4-5. Advertising Research Foundation, 6th annual conference, Hotel Commodore, New York.

Oct. 9-13. Direct Mail Advertising Assn., 43rd annual convention, Americana Hotel, Bal Harbour, Fla.

Oct. 10-11. National Business Publications, Chicago regional conference, Ambassador East Hotel.

Oct. 12-15. Affiliated Advertising Agencies Network, annual meeting, Mountain Shadows Resort, Phoenix.

Oct. 12-15. National Newspaper Promotion Assn., Southern Regional Workshop, Phoenix Hotel, Lexington, Ky.

Oct. 13-15. Pennsylvania Newspaper Publishers' Assn., annual convention, Penn Harris Hotel, Harrisburg.

•Oct. 14-16. Midwest Intercity Conference of Women's Advertising Clubs, Sheraton Towers, Chicago.

Oct. 16-17. Texas Assn. of Broadcasters, fall convention, Sheraton-Dallas Hotel, Dallas.

Oct. 16-18. Inland Daily Press Assn., annual meeting, Drake Hotel, Chicago.

Oct. 17-18. 32nd annual Boston Conference on Distribution, Hotel Statler Hilton, Boston.

Oct. 17-18. Agricultural Publishers Assn. annual convention, Advertising Club of New York.

Oct. 18-21. National Assn. of Educational Broadcasters, annual convention, King Edward Hotel, Toronto.

Oct. 19-21. Audit Bureau of Circulations, annual meeting, Biltmore Hotel, New York.

Oct. 22-26. National Newspaper Promotion Assn., central regional convention, Sheraton Towers Hotel, Chicago.

Nov. 1-3. Point-of-Purchase Advertising Institute, 14th annual symposium and exhibit, New York Coliseum.

Nov. 13-16. Assn. of National Advertisers, annual meeting, The Homestead, Hot Springs, Va.

Nov. 14. National Business Publications, San Francisco regional conference, Jack Tar Hotel.

Nov. 14-16. Broadcasters' Promotion Assn., annual convention, Sheraton Charles Hotel, New Orleans.

Nov. 14-16. Southern Newspaper Publishers Assn., 57th anniversary convention, Boca Raton Hotel and Club, Boca Raton, Fla.

Nov. 16-18. Television Bureau of Advertising, annual meeting, Waldorf-Astoria, New York.

Nov. 17. National Business Publications, Los Angeles regional conference, headquarters to be announced.

Glass Opens Youthways

Claire Glass, formerly with Parents' Institute Inc., has opened Youthways, her own consultation, promotion and merchandising service in the young people's market, with offices at 60 Sutton Pl. S., New York.

Marvin Davis to Rockmore

Marvin Davis, formerly with Revlon Inc., has joined Rockmore Co., New York, as a vp.

*Yes! That's right! Baton Rouge is the 4th largest market in the states of Louisiana, Texas and Mississippi . . . the area known as the Gulf South. Ranking just below Dallas-Ft. Worth, Houston and New Orleans, the Baton Rouge market served by television station WBRZ has a population of 1,561,000, with retail sales of $1,285,000,000—too big a market to be overlooked on any list. Call your Hollingbery man.

NBC ABC

WBRZ Channel 2

A Strong, Independent Publication ... the Auto Industry's Best Security

When my late husband, George M. Slocum, established AUTOMOTIVE NEWS in 1925, he showed great faith in the automotive industry and its future. Every dollar he possessed and every ounce of his energy went into making AUTOMOTIVE NEWS a publication that would serve a great industry.

Under Mr. Slocum's guidance, AUTOMOTIVE NEWS grew and prospered, just as the automotive industry did. The problems of the industry were also the problems of our publication, but Mr. Slocum always took the ups and downs in his stride, having unshakeable faith in ultimate success.

Why do I make a point about AUTOMOTIVE NEWS being an independently-owned publication? It is my feeling, as I know it was Mr. Slocum's, that in order to provide the kind of publication the automotive industry needs, the owners of that publication must have their heart and soul in the auto industry.

At the time of Mr. Slocum's death in 1949, some of my friends advised me to sell the publication, but that would not have been in keeping with Mr. Slocum's ideals. I knew that all the employes of AUTOMOTIVE NEWS, which I like to call the "Automotive News family," would help me carry on Mr. Slocum's work.

The publication was strong and vigorous in 1949, and it has grown steadily ever since. It has been very successful, and the rewards of that success have been reinvested to make AUTOMOTIVE NEWS an even better publication.

Our editorial department, virile and impartial, is the largest in our field. Our printing is the most modern and of the highest quality. Every subscriber is carefully serviced with the latest electronic equipment, and, I'm proud to say, we now occupy our own new building in the heart of the Motor City.

In the first six months of 1960, AUTOMOTIVE NEWS is at an alltime high from every standpoint. We believe this is true because, as an independent publication, we live with our industry—and, as we prosper, we share our prosperity with our readers.

I have great faith in the many members of the AUTOMOTIVE NEWS family. Together we shall continue to serve this great industry through an AUTOMOTIVE NEWS that is strong, vigorous and independent.

Mabel H. Slocum.

Chairman of the Board and President

REPRESENTATIVES:

NEW YORK: Edward Kruspak, Howard E. Bradley, Room 707, 51 E. 42nd St., Murray Hill 7-6871

CHICAGO: J. Goldstein, Bill Gallagher, Room 903, 360 N. Michigan Ave., State 2-6273

DETROIT: R. L. Webber, William R. Maas, Roy Holihan, 965 E. Jefferson, Woodward 3-9520

SAN FRANCISCO: Jules E. Thompson, 681 Market St., Douglas 2-8547

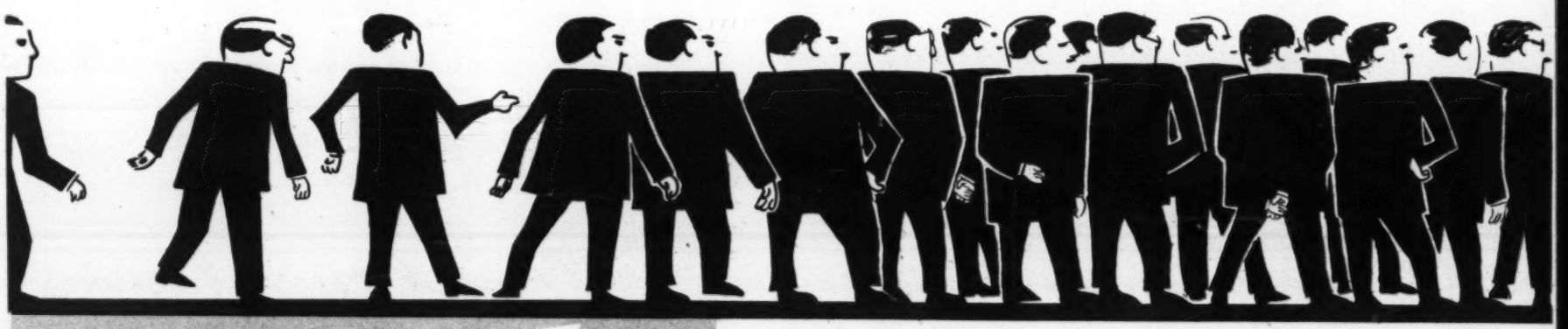
LOS ANGELES: Robert E. Clark, 6000 Sunset Blvd., Hollywood 3-4111

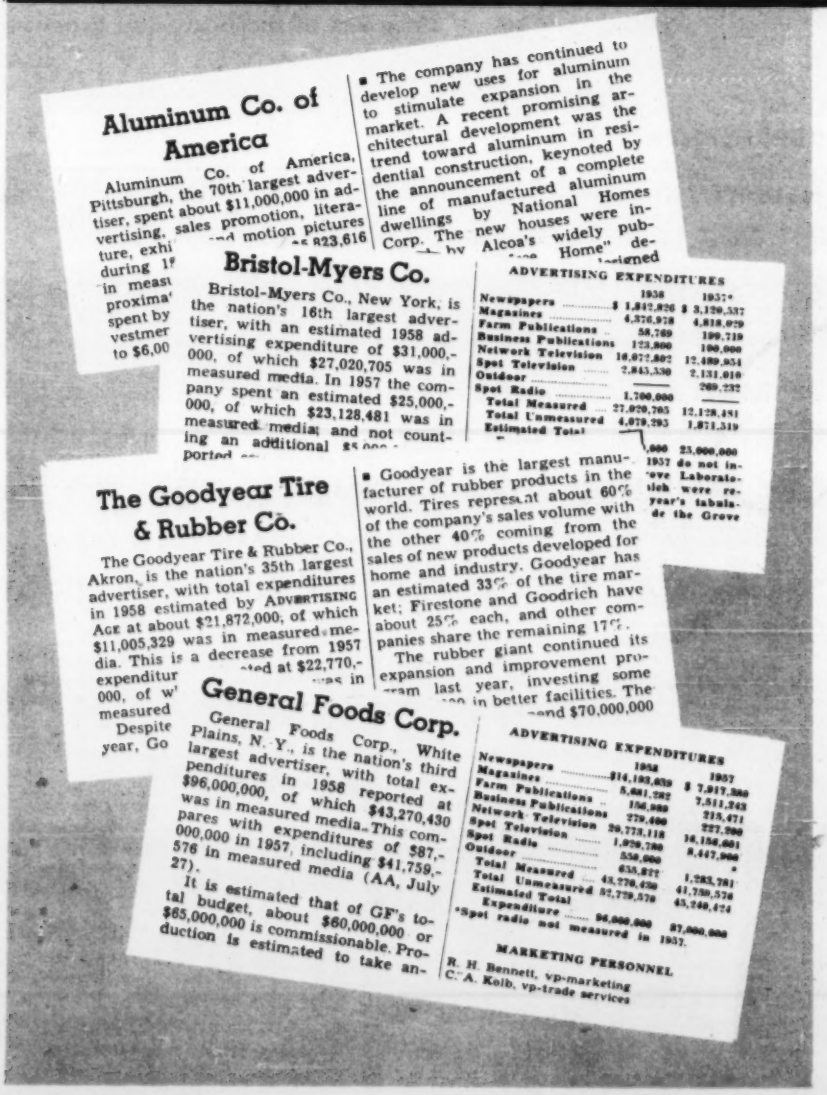
Member ABC

Member ABP

they're beginning to line up for the BIG PARADE

OF AD AGE'S "100 LEADERS"





Aluminum Co. of America

Aluminum Co. of America, Pittsburgh, the 70th largest advertiser, spent about $11,000,000 in advertising, sales promotion, literature, exhi... and motion pictures during 19... $23,616 in measu... proxima... spent by ... vestmer... to $6,00...

■ The company has continued to develop new uses for aluminum to stimulate expansion in the market. A recent promising architectural development was the trend toward aluminum in residential construction, keynoted by the announcement of a complete line of manufactured aluminum dwellings by National Homes Corp. The new houses were in... by Alcoa's widely pub... Home" de... designed

Bristol-Myers Co.

Bristol-Myers Co., New York, is the nation's 16th largest advertiser, with an estimated 1958 advertising expenditure of $31,000,000, of which $27,020,705 was in measured media. In 1957 the company spent an estimated $25,000,000, of which $23,128,481 was in measured media and not counting an additional $5,000... reported ...

ADVERTISING EXPENDITURES

	1958	1957*
Newspapers	$ 1,842,826	$ 3,139,537
Magazines	4,376,978	4,818,079
Farm Publications	58,769	199,719
Business Publications	123,800	100,000
Network Television	16,677,802	12,489,954
Spot Television	7,845,330	2,131,010
Outdoor	———	289,232
Spot Radio	1,700,000	———
Total Measured	27,020,705	12,128,481
Total Unmeasured	4,079,295	1,871,519
Estimated Total	...	...

...,000 23,000,000
...1957 do not in-
...ove Laborato-
...ich were re-
...year's tabula-
...de the Grove

The Goodyear Tire & Rubber Co.

The Goodyear Tire & Rubber Co., Akron, is the nation's 35th largest advertiser, with total expenditures in 1958 estimated by ADVERTISING AGE at about $21,872,000, of which $11,005,329 was in measured media. This is a decrease from 1957 expenditur... ...ted at $22,770,000, of w... measured ... ...ues in Despite ... year, Go...

■ Goodyear is the largest manufacturer of rubber products in the world. Tires represent about 60% of the company's sales volume with the other 40% coming from the sales of new products developed for home and industry. Goodyear has an estimated 33% of the tire market; Firestone and Goodrich have about 25% each, and other companies share the remaining 17%.

The rubber giant continued its expansion and improvement program last year, investing some ...00 in better facilities. The ...end $70,000,000

General Foods Corp.

General Foods Corp., White Plains, N. Y., is the nation's third largest advertiser, with total expenditures in 1958 reported at $96,000,000, of which $43,270,430 was in measured media. This compares with expenditures of $87,000,000 in 1957, including $41,759,576 in measured media (AA, July 27).

It is estimated that of GF's total budget, about $60,000,000 or $65,000,000 is commissionable. Production is estimated to take an-

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$16,193,639	$ 7,917,380
Magazines	5,681,282	7,511,243
Farm Publications	156,980	215,471
Business Publications	279,400	227,000
Network Television	20,773,118	16,156,681
Spot Television	1,920,780	8,447,900
Spot Radio	550,000	*
Outdoor	635,877	1,283,781
Total Measured	43,270,430	41,759,576
Total Unmeasured	52,729,570	43,240,424
Estimated Total Expenditure	96,000,000	87,000,000

*Spot radio not measured in 1957.

MARKETING PERSONNEL

R. H. Bennett, vp-marketing
C. A. Kolb, vp-trade services

Editorial Contents for the "100 Leaders" Issue:

- Sales and earnings in 1959, compared with 1958, and an indication of the company's sales and earnings trends in 1960.
- Total advertising expenditures for 1959 and 1958, as well as estimates for 1960. Expenditures will be shown for "measured media" such as newspapers, magazines, television, business publications, etc., as well as for so-called "collateral" and "unmeasured media."
- A tabulation showing the advertising expenditure as a percentage of sales for each company among the 100 leaders.
- Advertising expenditures, broken down by media, for major divisions and subsidiaries of each company.
- A brief rundown on the marketing strategy and changes during the past year.
- Sales rank and share of the market of leading brands and product lines of each company.
- A complete listing of marketing, advertising and sales promotion personnel.
- The advertising agencies employed by the company, along with the products or brands served; plus the agency personnel responsible for each product line or brand.

The once-a-year issue that marshals the marketing profiles of the "100 Largest National Advertisers" into an editorial presentation prized as one of the most valuable of the many special services developed by Ad Age for the world of marketing and advertising, is now being prepared.

First published in 1956, this annual issue has grown in coverage each year until now it is recognized as one of the most complete and authoritative studies of the marketing operations and expenditures of the nation's top advertisers. As a result, it merits more than usual attention from both advertiser and agency executives. In fact, this exclusive, "behind the scenes" look into the advertising and marketing activities of the leaders invariably becomes a year-round reference. For here, in one place, advertising's decision-makers can find up-to-date, concise information for use as a planning aid throughout the year. Over 48,000 paid subscribers turn to Ad Age weekly and this same number and more will be "At Attention" on Monday morning, August 29, when their copies of the special issue featuring the "Advertising Profiles of the 100 Largest National Advertisers" are opened.

Plan now to spotlight your sales story where the greatest audience of your customers and prospects will be on August 29. The unique "Advertising Profiles of the 100 Largest National Advertisers" issue of Ad Age is a No. 1 attention-getter in any parade of promotion opportunities.

Take advantage of this interest and reserve your space today.

Advertising Age
ABC TV, Aided by Big Y&R Buy, Adds 4 Hours of Day Programming
"Profiles of the 100 Largest National Advertisers" Issue

advertising closing date
August 17, 1960

1 Year (52 issues) $3

important to important people

200 E. ILLINOIS ST. • CHICAGO 11, ILLINOIS
630 THIRD AVENUE • NEW YORK 17, N. Y.

PHOTOGRAPHIC REVIEW

Leffler Bishop Forsberg

SHOOTING SPORTS CONFERENCE—*Assistant Secretary of the Interior Ross Leffler, Louis Bishop, president of the American College of Cardiology, and Franklin S. Forsberg, publisher of Field & Stream, talk over ideas presented in panel discussions at the first National Conference on the Shooting Sports, sponsored by Field & Stream. At the conference, held at the Waldorf-Astoria on June 8, a 15-man committee, representing every phase of the shooting interests, was formed. This committee will meet on June 29, to map out plans for a permanent council to coordinate the efforts of all shooting-minded manufacturers and associations in the development of hunting and shooting.*

Faupel Timinsky Headley Peterson Canady Markham

WINNERS—*Winner of the ninth annual Golden Spike award presented by the Assn. of Railroad Advertising Managers was Timken Roller Bearing Co., Canton, O. The award was accepted for the company by Norman Peterson, advertising manager. Certificate of merit awards were accepted for their companies by Leonard B. Faupel, advertising manager, P. Ballantine & Sons, Newark, N. J.; George Timinsky, Miami sales division manager, R. J. Reynolds Tobacco Co.; Eve Headley, E. F. Hutton & Co., Miami; Darrell Canady, Minneapolis-Honeywell Regulator Co.; Ralph Markham, Florida savings bond division, U.S. Treasury Department. Not shown: General American Transportation Corp.*

LEARNER LEHRTER—*Herb Lehrter (right), formerly general advertising manager of Mars Inc., Chicago, has joined Hiram Walker-Gooderham & Worts, Detroit, as advertising manager. Here he learns some fine points of flavor analysis of bourbon from Tom Cline of the research department at the company's Peoria distillery.*

TIE-IN—*Super Valu Stores, Minneapolis, has erected 200 signs like this along major highways in Minnesota, North and South Dakota, Iowa, Wisconsin and Montana. Local operators, who are independents, lease the reflectorized signs on a long-term basis.*

Fish Wiebe Eggert Weedon

MIXING IN MINNEAPOLIS—*Changing markets were discussed by AMA panelists James S. Fish, vp and director of advertising, General Mills; Gerhart D. Wiebe, partner, Elmo Roper & Associates; Robert J. Eggert, marketing research manager, Ford Motor Co.; D. Reid Weedon Jr., vp, Arthur D. Little Inc. At social hour were William F. O'Dell, new president of AMA and president, Market Facts; Margaret L. Reid, manager, market research, plastics division, Monsanto Chemical Co.; Ben E. Edscorn, director of market research, International Shoe Co., and Leo Bogart, vp for marketing planning and research, Bureau of Advertising, ANPA. The convention was held in Minneapolis.*

O'Dell Reid Edscorn Bogart

Atkinson Bradley Hodge Whiteside

Harding Johnston Dann Allen Jackson

AT AMA CONVENTION—*American Marketing Assn. convention in Minneapolis included a reception for program speakers and panelists, among whom were R. L. Atkinson, director of research, Personal Products Corp.; Joseph E. Bradley, manager, experimental design and mathematical research department, Pillsbury Co.; Harry Hodge, controller, Green Giant Co.; Henry O. Whiteside, vp, J. Walter Thompson Co.; Al W. Harding, vp and director of research, C. E. Hooper Inc.; Richard E. Johnston, manager, marketing research, RCA; Robert T. Dann, director, market research, Roche Laboratories division, Hoffmann-La Roche; Robert G. Allen, assistant director, marketing research and development, Ciba Pharmaceutical Products, and J. Robert Jackson, marketing research manager, Upjohn Co.*

Of the top ten markets in the U.S., nine are cities but <u>one</u> is a state! Iowa, with a population of 2,747,300 ranks after New York, Chicago, Philadelphia, Detroit, Los Angeles and Boston. The unique circulation of the Des Moines Register and Tribune puts Iowa in the top ten — it reaches nearly 70% of the whole state!

Filmways Names Two VPs

Robert C. Winkler and Fred Raphael have been given the title of vp at Filmways, New York, tv film producer. Mr. Winkler is in charge of post production and related services; Mr. Raphael heads client services.

WIBW Promotes Hodges

Hilton Hodges, formerly national sales coordinator of WIBW, Topeka, Kan., has been promoted to station manager.

Man Alive!
That's What Advertisers Reach in
The Sporting News
National Baseball Weekly—St. Louis, Mo.
280,000 Copies Weekly
With 98% Male Readership
Largest Newsstand Sale of Any Sports Weekly
Published Weekly Since 1886—70 Continuous Years

Amana Builds New Drive Around 8-Page Ad in July 'Coronet'

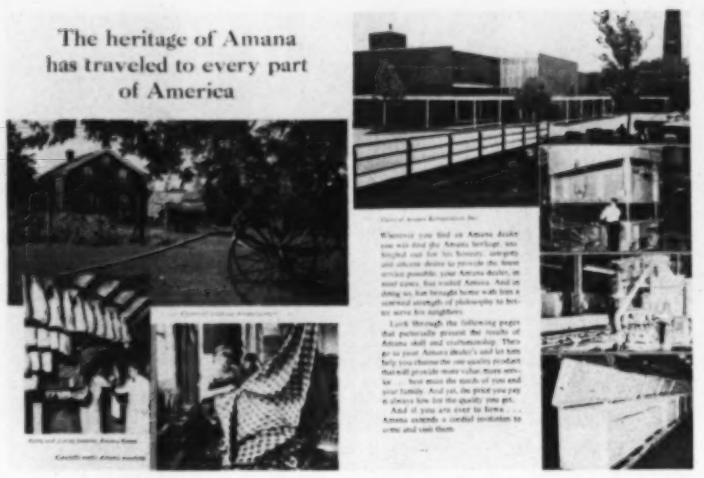
AMANA, IA., June 21—Amana Refrigeration Inc. will build its summer promotion around an eight-page ad in the July issue of *Coronet*, on sale today.

The eight pages—seven of them with color—will combine the entire Amana product line with the story of the heritage of the company and its locale.

About 1,000,000 reprints of the ad, enclosed in a four-color cover, will be distributed to Amana dealers. The inside back cover will contain a coupon offer of Garry Moore's $3.98 album, "That Wonderful Year," for $1.

Amana dealers have already received a copy of the June *Coronet* containing a special insert announcing the July promotion.

MacFarland, Aveyard & Co., Chicago, is the Amana agency. #



OLD AND NEW—*Pages 2 and 3 of the eight-page Amana Refrigeration ad in the July Coronet picture the rustic character of the Amana, Ia., town and the contrasting modern Amana plant.*

Spectro-matic Names Williams

Spectro-matic Associates, Rockford, Ill., has appointed William R. Williams Inc., Chicago, to handle its advertising in the U. S. Spectro-matic, which previously placed direct, is an association of paint manufacturers throughout the U. S., England, South America and South Africa.

Burr, Stark Join NBC-TV

Eugene Burr, formerly a producer at CBS-TV, has been appointed to the new post of vp in charge of program development at NBC-TV, New York. Richard B. Stark, previously a network account executive at Ziv-United Artists TV, has joined the sales staff at NBC-TV.

Conti Appoints Gibson VP

Conti Advertising, Ridgewood, N. J., has appointed account executive A. D. Gibson vp in charge of research and programming.

Pennsylvania High Court Gets Sinclair Fair Trade Appeal

PHILADELPHIA, June 21—Sinclair Refining Co. has appealed to the state supreme court a lower court decision which said the company could not stop a franchised service station operator from selling gasoline below the fair trade price.

The decision in common pleas court last month reversed an earlier injunction. Last September Judge Gerald A. Gleeson ruled that Russell Gentzsch, the service station operator, competed unfairly by charging less than fair trade prices, and thus caused Sinclair "irreparable damage which tended to destroy the good will of its brands and names."

The injunction decision was reversed last month by Judges Joseph Sloane and Francis X. McClanaghan.

In a similar common pleas court case involving Sinclair, a judge last December ruled in favor of Philip Schwartz, the station operator, indicating that gasoline was not a proper commodity to be placed under fair trade.

■ A decision by the state supreme court is expected to settle numerous cases involving other oil companies and their franchised dealers, as well as Sinclair. #

The Commercial Appeal
and
Memphis Press-Scimitar

Because the Memphis Newspapers have an area of influence of more than 2,600,000 persons in 76 counties, you can bank on them to deliver the customers to your goods.

Among major Southern metropolitan areas, Memphis ranks second in per household food sales. Look at this:

Rank	FOOD SALES Metro Area	Sales Per Household
1	Atlanta	$1,111
2	MEMPHIS	1,084
3	Dallas	1,046
4	Houston	1,045
5	Birmingham	1,005
6	San Antonio	993
7	Louisville	976
8	Fort Worth	849
9	New Orleans	838

Source: SRDS for Year Ending 6-30-59

. . . and there's only a gnat's eyelash between Memphis and the first ranking area.

Memphis Newspapers Provide Advertisers With A Total Market Which Ranks Among The Top 15 In The Nation —Use Them Regularly!

Write For Additional Facts

THE COMMERCIAL APPEAL
MEMPHIS
PRESS-SCIMITAR
SCRIPPS-HOWARD NEWSPAPERS

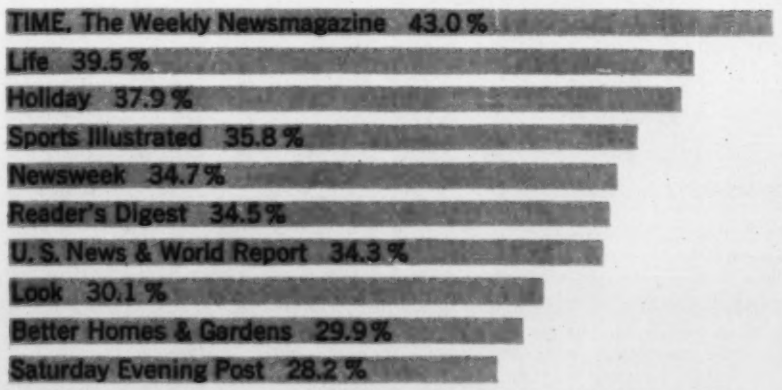
The majestic beauty of a harp weaves a mood so vital to good music that only the best is good enough for the symphony conductor.

This same "quality touch" and ceaseless devotion in achieving the best is also what sets apart great radio and television stations from the rest.

WFAA
TELEVISION abc
RADIO abc/nbc • DALLAS
Serving the greater DALLAS-FORT WORTH market
BROADCAST SERVICES OF THE DALLAS MORNING NEWS

Represented by Edward Petry & Co., Inc. The Original Station Representative

PASSPORTS ISSUED OR RENEWED (JAN.-MARCH, 1960)
Circulation concentration in the top 15 metropolitan areas



Percentages compiled from these sources: passport data from U. S. Dept. of State 1st quarter 1960 figures for 15 leading areas; and latest available publishers' reports: TIME (3/23/59) • Holiday (March 1957) • Life (10/26/59) • Sports Illustrated (3/2/59) • U. S. News & World Report (3/28/58) • Reader's Digest (April 1959) • Newsweek (3/23/59) • Look (3/18/58) • Better Homes & Gardens (April 1959) • Saturday Evening Post (3/14/59).

CONCENTRATION AND COVERAGE OF PEOPLE WHO GO PLACES

In the 15 metropolitan areas where 65% of all U. S. passports were issued or renewed earlier this year, TIME concentrates more of its circulation than does any other magazine of a half million or more circulation. For concentration and coverage where it counts . . . among the executive and professional families who travel for business and for pleasure . . . TIME is the magazine, the medium.

THAT'S

TIME

Liquor Industry Had Banner '59, Gavin Reports

Magazine Ads Gain, Newspapers Still Have Lion's Share of Budget

NEW YORK, June 21—Last year was a banner year for the nation's liquor industry. Sales of distilled spirits rose 4.4%, while volume in cases reached 85,897,136, up 4.7% over 82,037,253 cases sold in 1958.

Spirit blends continued to be the most widely purchased product type in '59, with sales of 27,269,581 cases representing a slight gain of 0.4% over '58. Straights, however, continued to gain in popularity, with sales of 21,923,429 cases representing an impressive 6.3% jump over 1958.

These are some of the findings presented in the 1960 issue of "The Liquor Handbook," edited by Clark Gavin and published last week by Gavin-Jobson Inc.

■ In a rundown of consumption in cases, the handbook shows that bottled-in-bond whiskies continued to decline in consumer appeal in '59, falling 9.2% in sales; scotch sales gained 8.9%; Canadian, 7.2%; other whisky, 2.5%. Total whisky sales went from 63,062,445 cases in '58 to 64,966,656 cases in '59, an over-all increase in consumption of 3%.

Gains were reported also in all other major categories: Gin, up 7.9%; rum, 12.6%; brandy, 8.4%; cordials and liqueurs, 10.4%, and vodka—scoring the biggest gain of all product types last year—up 13.9%.

■ The '59 lineup of the ten leading whisky brands, the handbook reported went this way:

Seagram 7 Crown (a House of Seagram blend) continued to lead in popularity, as it has for many years, with 7,000,000 cases; Imperial (Hiram Walker blend) was runner-up with 2,250,000 cases, while Old Crow (a National Distillers' brand sold in both bond and straight) and Seagram V.O. (a Canadian whisky) tied for third place with 2,200,000 cases each.

In fourth place was Canadian Club (Hiram Walker brand) with 2,000,000 cases, followed in fifth place by Calvert Reserve (Seagram blend) and Schenley Reserve (Schenley blend), with 1,900,000 cases apiece. Jim Beam (a straight made by the distillery of the same name) was sixth in popularity sweepstakes with 1,600,000 cases. Ancient Age (a Schenley straight) and Corby's Reserve (another Walker blend) had seventh position with 1,450,000 cases each.

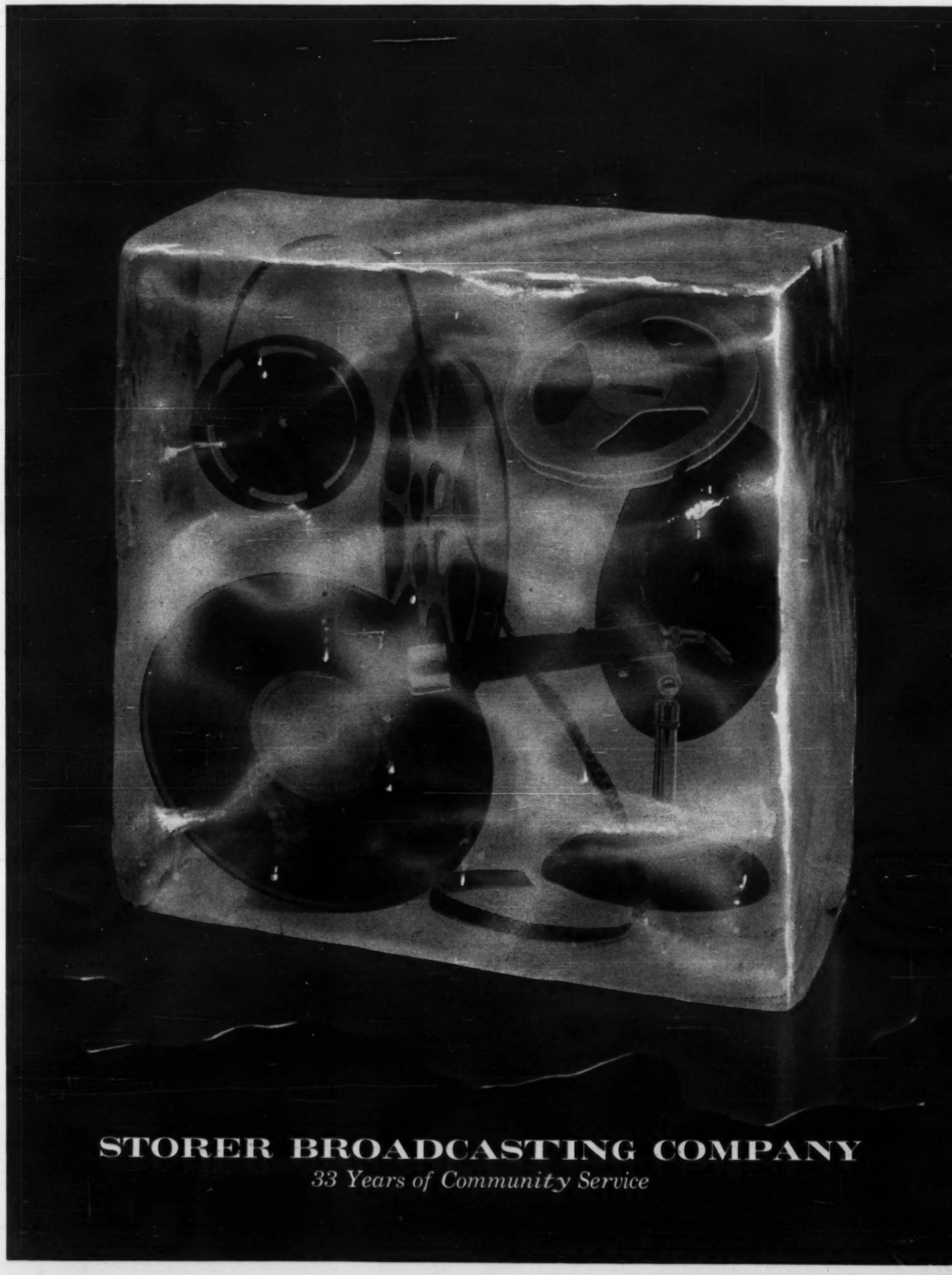
■ Early Times (a Brown-Forman straight) was eighth with 1,400,000 cases, followed by Fleischmann Preferred (a blend) in ninth position, with 1,200,000 cases, and Four Roses (a Seagram blend) in the tenth spot with 1,100,000 cases.

Other whiskies to top 1,000,000 cases in '59 were two National Distiller brands sold in bond and straight, with Old Taylor 1,050,000 and Old Sunny Brook, 1,000,000 cases.

■ On the advertising front, "Liquor Handbook" notes that total newspaper expenditures for distilled spirits were off for the second straight year in '59. Newspaper investments by distilled-spirits advertisers last year totaled $46,924,000, as compared with $47,553,000 in 1958 and the record $49,799,000 in 1957.

"Among media, however, newspapers still lead by a comfortable margin," the handbook said. "The over-all drop in distilled-spirits advertising was chiefly attributable to a decline in dollar volume for spirit blends. The drop was one of 12.7%, as spending went from the 1958 figure of $14,311,685 to a '59 total of $12,488,766." The handbook added that a prime factor in the drop was a reduction of about $800,000 in newspaper advertising by Calvert Reserve, which was "heavily advertised" in magazines last year.

■ On the brighter side for the newspaper medium, however, was a gain in what "Liquor Handbook" called the "strongest product category in today's marketing terms"—combination (straights and bonds) bourbons. Newspaper investment for these products in '59



Fine Homes For Pets

Mirror readers are nice, kind people. They love pets. They love them so much that in pet advertising The Mirror has attained next to top position among New York's seven dailies. And, from canaries to police dogs, the pets love the homes The Mirror finds for them. So everybody's happy.
You, too, can get the class of the mass market.

Make The Mirror a MUST!

totaled $3,448,193, up 16% over an expenditure of $4,696,563 the preceding year.

Expenditures in newspapers by scotch advertisers last year totaled $3,285,007, up 23.1% over '58, while Canadian whisky investments, at $2,737,133, rose 5.9%.

■ The top ten liquor advertisers in newspapers in '59, by individual brands, went this way: Seagram 7 ($2,912,268); Old Crow ($1,507,174); Smirnoff vodka ($1,269,852); Early Times ($1,230,882); Schenley Reserve ($1,196,460) Canadian Club ($1,123,709); Four Roses ($1,112,962); Seagram V.O. ($1,095,271); Old Grand-Dad ($978,059), and Ancient Age ($907,525).

■ Magazine advertising of distilled spirits, "Liquor Handbook" continued, reached an "unprecedented level" in 1959.

"Distilled spirits advertisers spent a total of $39,552,929 (including newspaper magazine supplements) to purchase 3,427 pages of space during the year," the handbook continued. "The totals, comparing with $32,972,993 and 3,225 pages in 1958, represent advances of 20% in expenditures in magazines and 6.2% in space."

"By far the most significant magazine development of the year," "Liquor Handbook" noted, "was heavily increased advertising of bourbons. Combined advertising devoted to straight whiskies and blends of straights (almost wholly bourbons), bonded bourbons, and 'combination bourbons'—those sold under one brand name in bottled-in-bond and straight-whisky versions—amounted to an amazing total of $11,056,217.

■ "This may be compared with the $7,462,316 spent on blended whiskies in 1959 magazine advertising and the $6,230,948 expended in behalf of scotch. The percentage advances in bourbon dollar spending were 54.3% for straights, 26.4% for bonded bourbons and 24.6% for combination bourbons."

Blended whiskies and scotches, the handbook added, also were advertised "considerably more extensively" in '59, scoring a 43.1% and 10%, respectively. Canadian whisky investments rose 12.8% in '59.

■ The ten leading brands advertised in magazines in '59 were:

Calvert Reserve ($2,623,528); Seagram 7 Crown ($1,925,203); Canadian Club ($1,780,647); Old Grand-Dad ($1,751,258); Seagram's V.O. ($1,551,145); Old Crow ($1,117,583); Four Roses ($1,077,468); Gordon's gin ($1,024,621); Old Taylor ($966,022), and Smirnoff vodka ($917,541).

In addition to providing statistical breakdowns on the liquor industry the 200-page "Liquor Handbook" also includes sections on the national liquor market, distillery operations, industry projections and consumer characteristics. It contains 300 charts, maps and tables and is available from the publisher in soft-cover ($6) and hard-cover ($8.50) versions. #

'Esquire,' 'Town & Country,' 'Time' Boost Rates, Circulation

Esquire, *Time* and *Town & Country* have issued new rate cards. *Time*, effective with its Jan. 2, 1961, issue, will increase its circulation rate base from 2,450,000 to 2,550,000, and will boost its b&w page rate from $13,225 to $14,300.

Town & Country, effective with its January, 1961, issue, will increase its circulation base from 85,000 to 90,000 and will boost its b&w page rate 12%, from $1,800 to $2,000. The magazine attributed increased rates to rises in the costs of "paper, printing, engravings and payroll, as well as an increase in circulation of 21%." *Esquire*, effective with its January, 1961, issue, will boost its circulation rate base from 800,000 to 850,000 and will increase its b&w page rate from $6,150 to $6,500.

McAnulty Joins KISN

Howard McAnulty has been named regional sales manager of KISN, Portland, Ore. He formerly was with KGW and KLIQ, Portland; KVAN, Vancouver, and was manager of the Oregon Food Merchants Assn.

WHEN DO YOU FREEZE A FORMAT?

The answer is very simple — never!

At least, in 33 years, we have never quite been able to manage it.

Public preference changes too fast and so do each community's needs. That is why every Storer station is locally oriented to the particular community it serves.

Only by knowing community problems from day to day have we been able to help solve them. Only through constant check on listener and viewer preferences have we been able to build loyal, responsive audiences.

Keeping the public informed and entertained, and working for a better community is a day-to-day, often an hour-to-hour, even minute-to-minute job.

We've never found a way to format community service. It's too big . . . too fluid . . . too much of a responsibility to be frozen — even for one day.

Radio	*Television*
CLEVELAND—WJW	
TOLEDO—WSPD	**DETROIT**—WJBK-TV
WHEELING—WWVA	**CLEVELAND**—WJW-TV
MIAMI—WGBS	**MILWAUKEE**—WITI-TV
LOS ANGELES—KGBS	**ATLANTA**—WAGA-TV
DETROIT—WJBK	**TOLEDO**—WSPD-TV
PHILADELPHIA—WIBG	

NATIONAL SALES OFFICES: 625 Madison Ave., N.Y. 22, PLaza 1-3940 / 230 N. Michigan Ave., Chicago 1, FRanklin 2-6498

Modern Talking Picture Service distributes business sponsored films effectively, economically!

Your business film should receive professional distribution. 30 *Modern* film libraries in key cities throughout the United States provide a balanced network for this purpose.

Would your film benefit from Modern know-how? Ask for your free copy of "Opportunity for Sponsored Films" — 16 pages.

Modern Talking Picture Service, Inc
3 East 54 Street, New York 22, N. Y.

offices in 30 major U.S. cities

Sales Promotion Club Elects

Herbert B. Rust, Stowe-Woodward, has been elected president of the Boston chapter of Sales Promotion Executives Assn. Other officers include Dick Hodgson, American Marketing Services, vp; Al Keene, Keene Advertising, secretary, and Al Taitz, Elbert Advertising Agency, treasurer.

ADVERTISING CIGARETTES
Entire cigarette package features your ad message. Cigarettes imprinted with trade name or ad message.
G. A. GEORGOPULO & CO., Inc.
Cigarette Manufacturers Since 1905
48 Stone St., New York 4
Standard 20's

CAB Loosens Charter Flight Rules; Allows Good Will Premiums

WASHINGTON, June 21—The Civil Aeronautics Board has approved amendments of a "liberalizing or clarifying nature" aimed at loosening up charter flight regulations.

Although a charter group still can't be formed through general advertising, the board now allows airline companies to hand out customary advertising and good will items, such as flight bags with the name of the airlines on it.

In order to insure that charter flights do not compete with commercial flights, the board continued to spell out provisions which prevent solicitation of the general public or any organization "easy to join." #

Ebner Joins Beeson-Reichert

William L. Ebner has joined Beeson-Reichert, Toledo and Columbus, O., as copy director and account executive. He had been copy chief of Norman Malone Associates, Akron, for the past five years.

WTCN Appoints Humphreys

William M. Humphreys, former senior radio salesman at Katz Agency, Detroit, station representative, has been named national sales manager of WTCN, Minneapolis radio station.

Quality, Service, but not Price, Sell Appliances, Survey by NHMA Indicates

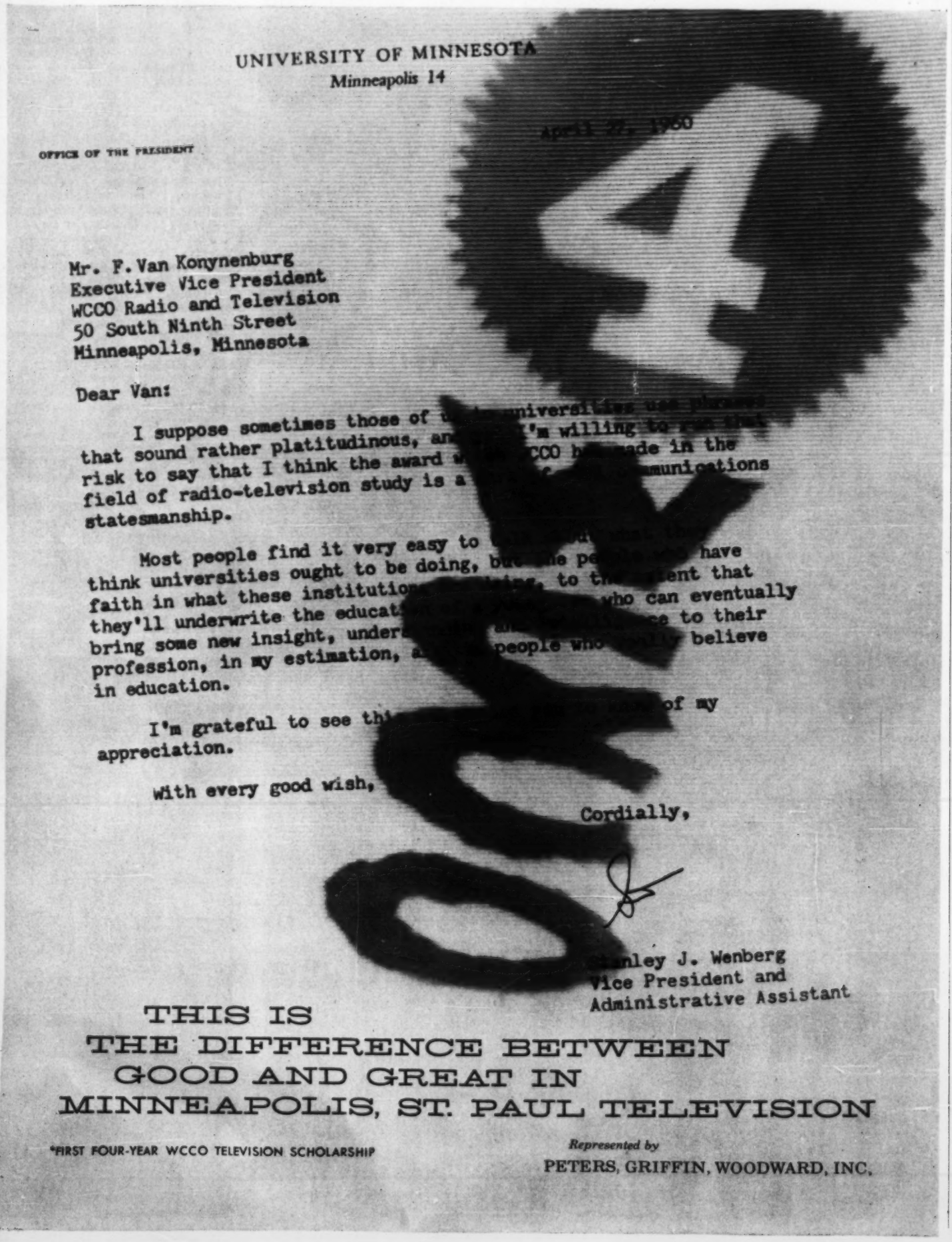
CHICAGO, June 21—Price takes a back seat to quality and service when it comes to housewares, according to a survey conducted by the National Housewares Manufacturers Assn.

Quality and service were termed more important than price by 58% of the manufacturers displaying their products in the January and July national housewares exhibit, and 48% of the buyers agreed. Too much emphasis is placed on price, said 78% of the manufacturers and 76% of the buyers.

Survey questionnaires were returned by mail to the Chicago NHMA headquarters by 26% of the 905 manufacturers and 12% of the 7,830 buying companies surveyed.

■ In answer to the question: "Which one of the following do you think has done the most to increase your housewares business in the last five years?," 30% of the respondents said new products; 18%, manufacturers' representatives; 16%, product improvements; 14%, packaging; 6%, factory sales staff; 5%, jobbers; 4%, consumer newspaper advertising; 3%, consumer magazine advertising; 3%, trade publication advertising, and 1% said radio and tv advertising.

Sales for 1959 averaged $2,399,332 per company, according to replies from 85% of the manufacturers who participated in the survey. Of the companies which reported dollar volume, 55% had more than $1,000,000 in 1959, compared with 46% who passed the $1,000,000 mark in 1958. #



'Playboy' Hikes Price 10¢; Wants to Stay 'a Class Magazine'

CHICAGO, June 21—The price of *Playboy* will be hiked from 50¢ to 60¢ with this year's September issue. Publisher Hugh M. Hefner reports that the publication has been testing the higher price since January on more than 100,000 copies per issue and "the loss has been slight."

Because *Playboy* derives more than 80% of its total sale from single copy newsstand purchases (806,580 newsstand copies out of an average monthly total sale of 993,275), the increase in cover price is more meaningful than it would be to other magazines.

Mr. Hefner's reasoning behind the decision to increase *Playboy's* price notes that "we are not so fascinated by numbers that we wish to allow our circulation to continue to climb much beyond 1,000,000 at this time. Having overtaken our major competitors, we don't want to get so far ahead of them that we cease to be in the same race. We want to stay a class magazine and avoid attaining a mass audience and competing with mass magazines." #

Splittdorf Elected President

C. Richard Splittdorf, vp and manager of the Philadelphia office of Sawyer-Ferguson-Walker, has been elected president of the Philadelphia chapter of the American Assn. of Newspaper Representatives. Other new officers include William Neville, local manager of Ward-Griffith Co., vp, and Raymond Wiley, local manager of the *New York Times* office, secretary-treasurer.

Associated Merchandising Names Stritzinger Ad Head

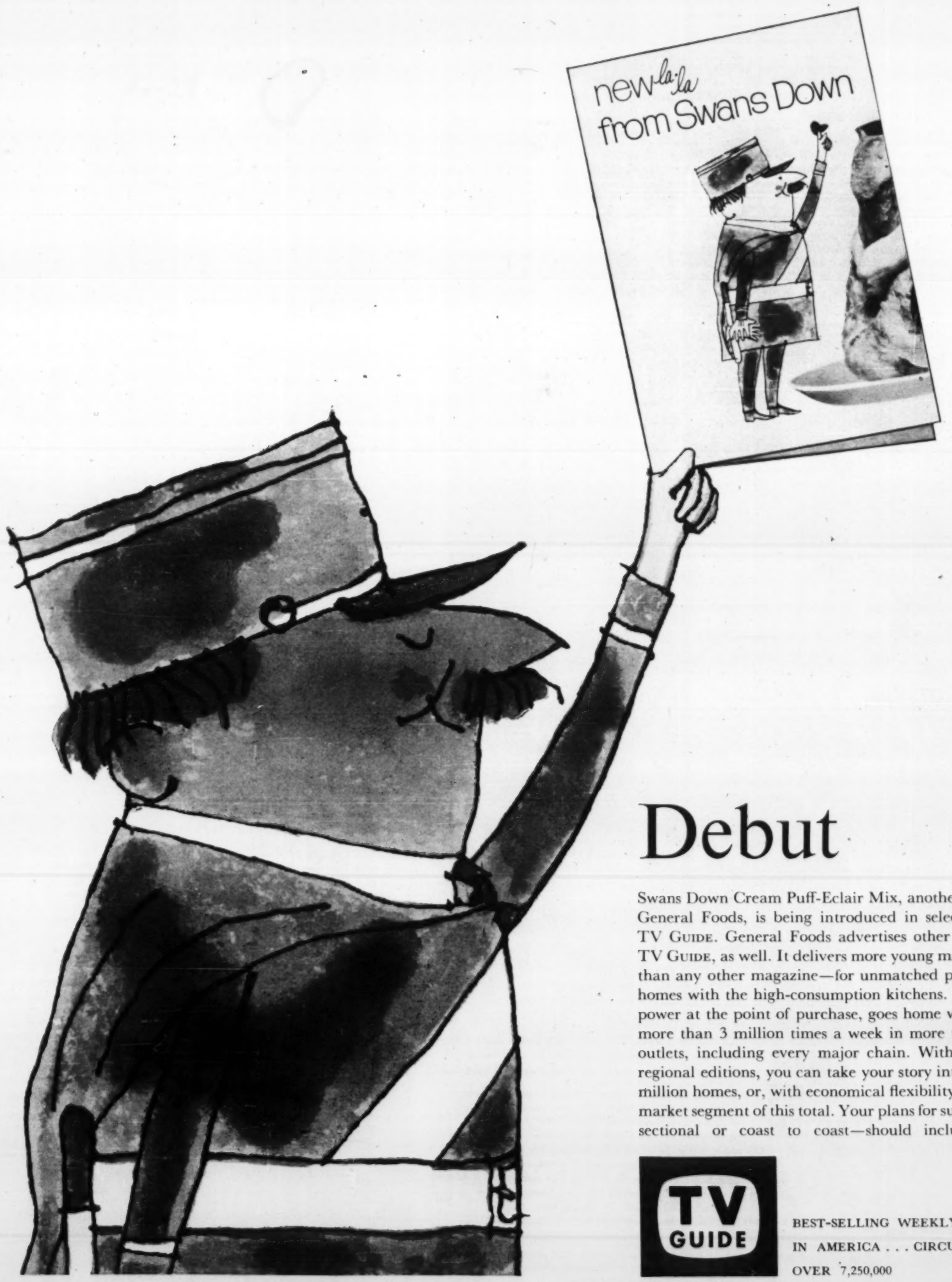
Chris Stritzinger will join Associated Merchandising Corp., New York, Aug. 8, as advertising and promotion manager, succeeding Carl Wagner, who resigned in January. Mr. Stritzinger has been vp and a director of Potts-Woodbury, Kansas City, since 1955.

McDonough Adds 2 Accounts

Furniture Plaza, Boca Raton, Fla., and General Aviation Corp., distributor-dealer in executive twin-engine aircraft, have appointed J. C. McDonough Associates, Fort Lauderdale, to handle their advertising.

Moses Joins Daniel & Charles

Myron Moses, formerly with W. B. Doner Inc., has joined Daniel & Charles, New York, as a vp.



Debut

Swans Down Cream Puff-Eclair Mix, another new product of General Foods, is being introduced in selected markets via TV GUIDE. General Foods advertises other fine products in TV GUIDE, as well. It delivers more young marrieds (18 to 34) than any other magazine—for unmatched penetration of the homes with the high-consumption kitchens. TV GUIDE packs power at the point of purchase, goes home with the groceries more than 3 million times a week in more than 39,000 food outlets, including every major chain. With TV GUIDE's 56 regional editions, you can take your story into more than 7¼ million homes, or, with economical flexibility, into any prime-market segment of this total. Your plans for successful debuts—sectional or coast to coast—should include TV GUIDE.

TV GUIDE

BEST-SELLING WEEKLY MAGAZINE
IN AMERICA . . . CIRCULATION
OVER 7,250,000

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Reports of Mass Magazines' Death Exaggerated, He Says

To the Editor: I have just now had a moment to read further in your story of John Fischer and his incredible comments about mass magazines (AA, June 6). Since he evidently started, at least, to review Teddy White's wonderful novel, "View from the 40th Floor," it surely seems to me, as a sadder but wiser graduate of the school he writes about, he might have done remarkably well to stick with his subject!

There are many, many "Crowell Alumni" represented in the industry today and somewhere in the neighborhood of 90% of them remember the gloom-chanting of a few sadistic boobs like Fischer. There isn't room by eight pages to undertake even the most elementary critique of Fischer's erratic, wildly melancholy appraisal of mass magazines but there will be his misguided prophets of catastrophe as long as successful properties such as Cowles, Curtis and Time Inc. exist.

It would be amusing to speculate over his breed when radio became a factor in advertising, wouldn't it? Possibly the newspapers were advised to suspend and all magazines surrender too! With the wide use of automobiles and the growing importance of outdoor advertising, *some* medium surely had to die, don't you suppose? Give a man such as this a scrap of fact to spring from and he shrieks disaster to all —all mass magazines.

Henry J. Higgins,
Chicago.

• • •

A Few More Stirring Words

To the Editor: In the June 6 issue of Advertising Age, a publication I follow faithfully, the Creative Man's Corner reprints a very good advertisement by Harian Publications, under which the anonymous Creative Man says:

"Like nothing we've seen in *Holiday* in pictures, these Harian ads stir the wanderlust in us. Through words. We do not recall ever seeing a Harian ad with a picture in it."

We're proud of the pictures in *Holiday* and hope they stir people to action, but we're perhaps even prouder of the words in *Holiday*, and are of the feeling that they stir people even more. In each issue, there are several articles which contain no pictures whatsoever. These and other articles are written by people we consider the best writers in the world today and I do mean the *world*—English, French, Italian, Indian, Chinese, and, of course, American writers. They run a little longer, of course, than the copy in the Harian ad, but I suggest that if Creative Man can spare the time, he sample one or two of them.

Ted Patrick,
Editor, *Holiday*, Philadelphia.

• • •

Footnote: Radio Figures on Top Advertisers Are Incomplete

To the Editor: The Top 100 National Advertisers of 1959 listing in your May 30, 1960, issue omits an important footnote. I don't know exactly how a footnotologist might put it, but words to this effect would seem appropriate:

"Radio figures shown above are incomplete. More of the top 100 advertisers use spot radio than are reflected here."

The Radio Advertising Bureau figures you used as your spot radio source are a "Top 100" compilation —but on a different base. Some advertisers who don't come within spot radio's top 100 *are* in the all-media top 100 and do use radio.

Perhaps if we are able to continue expanding the size of our spot radio list, the problem will solve itself. You'll recall that the first year RAB broke this particular industry bottleneck we were able to release only 50 figures (covering 1958). Then the next year (covering 1959) we were able to double it and went to 100. I won't curdle your blood with a description of the difficulties—and expense—of gathering spot radio figures, but until this difficult problem is completely solved, we'd appreciate it if some kind of a footnote could be used to keep the record straight.

Miles David,
Vice-President, Radio Advertising Bureau, New York.

• • •

Another Miracle Fiber?

To the Editor: Fabulous is about the only word we can think of to describe the achievement shown in the attached ad [appearing in *Chemical Week*, May 28]. Six fibers enter the left hand, and *seven* come out the right, with obviously "nothing up the sleeve." Not only that, but the color combination has changed.

If we hadn't been convinced before, we are now: No machine will ever replace man for sheer power of achievement.

Lucien R. Greif,
Greif Associates, New York.

Submits Candidates for Strange Coincidence Dept.

To the Editor: If, over the years, you've been keeping an informal ranking of advertisements submitted to your "Strange Coincidence Department," we think you'll probably want to consider this AC spark plug advertisement for the No. 1 spot. It appeared in May this year.

The attached Champion spark plug advertisement, prepared by MacManus, John & Adams, appeared in October of 1955.

Walter F. Meads,
Account Supervisor, J. Walter Thompson Co., Detroit.

A Price-Guessing Game

To the Editor: How may any reader determine the price of the tires in the attached advertisement?

Francis McI. Stifler,
N. W. Ayer & Son, Philadelphia.

• • •

'So You Think You Know Baseball?' (Apologies to 'SEP')

To the Editor: Who's on first? The enclosed Kodak ad has me stumped! The picture certainly raises many questions. I am an avid baseball fan and have a Little Leaguer here at home . . . and both of us would like to know:

1. Who taught the player kneel-

CAUSE FOR CELEBRATION!

"All we have of freedom, all we use and know, this our fathers bought us long and long ago."

In many things we have, there is a priceless ingredient of heritage. We are very conscious of it here at Superior. The dot-by-dot perfection of the plates we fashion, the service we deliver day or night, has for its inspiration a long record of outstanding performance... a rich inheritance which we are confident you will find reflected in the higher quality of every plate made by Superior. Just call **SUperior 7-7070.**

SUPERIOR ENGRAVING CO.
215 West Superior St. Chicago 10, Ill.

CALL NIGHT OR DAY

Chicago's Foremost Photoengraving and Offset Platemaking Plant.

ing to stick his head over the bag? Wonder if he has any teeth left?

2. What position is he playing? If he is playing first base is the other boy coming back from second base? If he is playing second base is the boy coming from third base? If he is playing third base ... the other kid is running the wrong way again! If he is the catcher ... the runner is once again coming from the wrong direction.

My only conclusion can be that either Kodak's agency knows very little about our national pastime or that some production man flopped the photo and made a mess of the whole thing. Any comments?

Martin Gunther,
Award Printing & Advertising Co., Los Angeles.

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Robinson Ad Produced Sales

To the Editor: As an "ex-retailer," Mr. Bedell's experience should have taught him that criticism of any ad can only be made fairly on the basis of sales results. To say that the Robinson ad reviewed (AA, May 30), one in a two-month long series, produced the largest January and February sales volume in the history of the company tests its true merits. The outstanding recognition that all Robinson ads receive is predicated on the "off-beat" approach.

J. Gordon Kroenert,
Director of Publicity and Public Relations, Robinson Furniture, Detroit.

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Some Liked Hartog

To the Editor: Re: the Hartog story (AA, May 16). You shocked Alfred. Sylvia wants to deprive us of one breast ("Voice of the Advertiser" June 6). That leaves about 40,000 of us who enjoyed the story.

R. F. Runyan,
Harter Corp., Sturgis, Mich.

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The Jaipur-Assam Controversy: Third (and Final) Instalment

To the Editor: John D. Rich of C. J. LaRoche & Co., New York, the advertising agency handling the Canadian Club, admits twice in two paragraphs that I am correct regarding the distance between the wild jungles of Assam and a palace in Jaipur ("Voice," June 6). However, he points out my ignorance of the fact that the Maharaja has an air-taxi for his hunting guests.

Never having been a palace guest of an Oriental potentate—even a pinchback one—I accept Mr. Rich's word. But his explanation is still too rich for my palate—as I know my India well.

There are no modern runways in the wilds of Assam and it still seems incredible that Mary Hurn could take a 1,600-mile round trip, lead a safari of 30 elephants and 200 mahouts, trackers and beaters, shoot a 500-lb. man-eating tiger and return to the resplendent lawns of the "nearby" Rambagh Palace in Jaipur, change into her cool Bonwit dress, look pink-cheeked and fresh, and sip her Canadian Club with the Maharaja as a victory toast ("Death to the tiger") all capsuled in a short time.

India is a land of million yesterdays and things there don't happen that fast. Miss Hurn must be a latter-day Lawrence of Arabia, with the extra exuberance of a sophomore and the endurance of Atlas. She does things as quickly and easily as tearing off another coupon of her round-the-world TWA air ticket.

Her quick dash sounds a bit off the track—unless the tiger was waiting with a reception party in the Assam jungle ready to lie low for American *memsahib* Mary Hurn (and the noble cause of the Canadian Club). Even a tiger would laugh at this!

The Canadian Club jungle sortie was led by the Maharaja of Cooch Behar, head of a Rhode Island-sized state. Wonder why he took the hunt party to distant Jaipur when his palace is nearer to the hunt site. Probably he decided to visit his sister, the Maharani of Jaipur, with a pretty visiting fireman from America for a quick drink of you-know-what.

As Nikita Khrushchev says, we have an apposite proverb in our country—that he who rides a tiger will find it difficult to dismount. That is Mr. Rich's dilemma. . . .

G. J. Advani,
Syracuse.

Advertising Is Target of Another Comic Strip

To the Editor: Another blast at "ads," but this from a rather unexpected source, the *Detroit News*. What would it cost Harvey to seek out and buy non-advertised goods? Perhaps more to the point, what would a single copy of the *News* (an AA *advertiser*) cost without the support of those awful "ads"? Of course the strip refers to direct mail, competitive with space; perhaps that justifies the whole thing.

Bart W. Toomey,
Copy Department, Campbell-Ewald Co., Detroit.

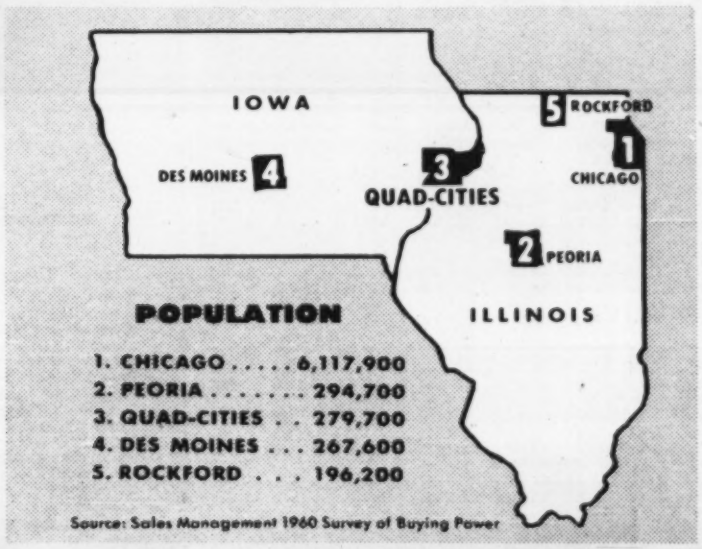
WILLIE LUMPKIN —*By Lee and DeCarlo*

BETTER GO TO THE POOR HARVEY! HERE COMES WILLIE LUMPKIN WITH THE MAIL!
BAH! PROBABLY JUST ANOTHER BATCH OF ADVERTISEMENTS!
ADS! ADS! ADS! ALWAYS ADS!
WHY CAN'T YOU BRING SOMETHING DIFFERENT FOR A CHANGE?
NOW SIMMER DOWN, HARVEY! THERE'S NOT AN AD IN THIS BUNDLE!
NOTHIN' BUT PLAIN, SIMPLE, EVERYDAY BILLS!

ROCK ISLAND, ILLINOIS
MOLINE, ILLINOIS
EAST MOLINE, ILLINOIS
DAVENPORT, IOWA

OVER ¼ MILLION PEOPLE
QUAD-CITIES

QUAD-CITIES


IOWA
5 ROCKFORD
1 CHICAGO
DES MOINES 4
3 QUAD-CITIES
2 PEORIA
ILLINOIS
POPULATION
1. CHICAGO 6,117,900
2. PEORIA 294,700
3. QUAD-CITIES . . 279,700
4. DES MOINES . . . 267,600
5. ROCKFORD . . . 196,200
Source: Sales Management 1960 Survey of Buying Power

THIRD IN POPULATION

IN IOWA-ILLINOIS

Here is the 3rd largest metropolitan area in this two-state industrial and distribution region. The map above shows ranking of the other major population centers in Iowa-Illinois.

Quad-City home-town newspapers penetrate 99.8% of the households in this metropolitan community ... over ¼ million population ... one of the first 100 markets in U.S.A.

THE COMPLETE COVERAGE MEDIUM OF THE MARKET

QUAD-CITY NEWSPAPERS

DAVENPORT MORNING DEMOCRAT
DAVENPORT EVENING TIMES
Represented by JANN & KELLEY, Inc.

MOLINE DISPATCH
ROCK ISLAND ARGUS
Represented by ALLEN-KLAPP

June Pages and Linage in Farm Publications

Current Figures for U. S. and Canadian Publications Reporting to Advertising Age

KEY: (mon)-monthly; (sm)-semi-monthly; (bm)-bi-monthly; (bw)-bi-weekly; (w)-weekly; (d)-daily; (q)-quarterly.

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	June 1960	June 1959	Jan.-June 1960	Jan.-June 1959	June 1960	June 1959	Jan.-June 1960	Jan.-June 1959	June 1960	June 1959
General Farm Publications										
§American Agriculturist (sm)	24.8	32.6	192.7	194.7	18,080	23,733	140,308	141,650	15,474	21,482
§Arizona Farmer-Ranchman (bw)	62.3	68.6	349.5	341.3	47,069	51,839	264,258	257,997	46,355	51,160
Arkansas Farmer: (mon)										
‡Delta Edition	18.1	18.1	127.8	118.1	13,657	13,650	96,626	89,288	12,984	13,237
‡Western Edition	17.9	17.9	112.7	116.0	13,496	13,510	85,209	87,673	12,823	13,097
Average 2 Editions	18.0	18.0	120.3	117.0	13,577	13,580	90,918	88,480	12,903	13,167
†Business Farming (mon)	29.9	22.0	221.9	216.9	13,471	9,903	99,838	97,603	12,015	8,271
§California Farmer: (sm)										
Central Valley Edition	39.9	—	218.4	—	32,648	—	178,366	—	31,558	—
Northern Edition	47.2	45.6	242.5	229.7	38,577	37,273	198,751	199,478	37,487	36,421
Southern Edition	38.0	41.8	207.7	217.5	31,052	34,140	169,265	189,003	29,962	33,288
Average 3 Editions	41.7	43.7	222.8	223.6	34,092	35,706	182,127	194,240	33,002	34,854
Colorado Rancher & Farmer (sm)	28.8	31.7	257.4	237.8	21,841	23,987	194,821	179,904	21,050	23,060
Dakota Farmer (sm)	32.9	66.0	376.1	438.3	25,831	51,776	294,910	343,668	25,281	50,790
Electricity on the Farm (mon)	12.9	9.9	64.2	62.8	4,448	3,427	22,167	21,680	—	—
Farm & Ranch—Southern Agriculturist: (mon)										
‡Southeastern Edition	25.6	27.7	222.8	240.1	10,997	11,878	95,599	103,018	9,814	10,691
‡Southwestern Edition	30.4	31.6	229.3	226.3	13,036	13,561	98,374	97,103	11,809	12,316
Average 2 Editions	27.5	29.2	225.4	234.7	11,792	12,535	96,679	100,710	10,593	11,325
The Farmer (sm)	56.5	74.5	542.8	585.8	44,307	58,401	425,547	459,262	40,770	54,152
Farmer-Stockman: (mon)										
‡Oklahoma Edition	22.2	22.1	208.8	196.2	16,855	16,821	158,703	141,635	15,585	15,861
‡Texas Edition	21.8	14.7	204.0	174.0	16,559	11,194	155,231	122,724	15,289	10,044
Average 2 Editions	22.0	18.4	206.5	185.1	16,707	14,008	156,967	132,180	15,437	12,953
Farm Journal: (mon)										
‡Central Edition	73.1	70.0	449.5	535.1	31,375	30,040	192,854	229,551	30,411	28,943
‡Eastern Edition	60.9	68.4	430.0	484.4	26,156	29,326	184,490	207,817	25,192	28,229
‡Southeastern Edition	51.5	60.4	331.7	418.6	22,079	25,895	142,305	179,580	21,115	24,798
‡Southwestern Edition	55.1	60.4	339.6	418.6	23,653	25,895	145,668	179,580	22,689	24,798
‡Western Edition	63.3	71.5	412.9	520.1	27,156	30,685	177,130	223,134	26,192	29,588
Average 5 Editions	60.8	67.6	458.5	489.6	26,084	28,987	196,716	210,021	25,120	27,890
††Farm Quarterly (q)	88.7	90.3	212.2	205.5	40,979	41,719	98,036	94,941	39,917	41,264
Georgia Farmer: (mon)										
‡North Edition	11.1	7.8	92.2	73.6	8,335	5,862	69,719	55,634	8,207	5,129
‡South Edition	12.8	8.5	107.2	86.7	9,637	6,408	81,054	65,552	9,509	5,675
Average 2 Editions	12.0	8.1	99.8	80.1	8,986	6,135	75,386	60,593	8,858	5,402
Indiana Farmer (mon)	10.6	11.3	97.5	88.2	8,349	8,857	76,414	69,141	—	—
Kansas Farmer (sm)	22.0	26.3	245.0	247.3	16,684	19,967	186,186	187,927	15,267	17,896
Kentucky Farmer (mon)	13.3	16.0	122.8	140.4	10,421	12,532	96,283	110,068	9,194	11,208
Michigan Farmer (sm)	40.0	48.1	354.8	390.0	30,709	36,907	272,455	299,509	26,248	33,070
Mississippi Farmer: (mon)										
‡Delta Edition	12.2	6.3	97.2	53.5	9,187	4,806	73,499	40,507	9,034	4,602
‡Eastern Edition	11.3	6.3	80.2	51.7	8,578	4,766	60,673	39,137	8,425	4,462
Average 2 Editions	11.8	6.4	88.8	52.7	8,882	4,786	67,086	39,823	8,730	4,532
Missouri Ruralist (sm)	14.1	23.1	240.0	251.0	10,731	17,601	182,957	190,795	8,123	15,574
Montana Farmer-Stockman (sm)	51.3	58.6	373.2	368.6	38,748	44,265	282,122	278,660	35,213	39,918
Nebraska Farmer (sm)	49.8	63.8	531.7	588.1	37,653	48,273	402,149	445,463	33,733	44,234
§New England Homestead (sm)	19.8	25.1	147.3	171.1	13,863	20,524	103,082	119,823	12,241	15,678
New Mexico Farm & Ranch (mon)	24.7	17.7	136.4	96.4	18,721	13,398	103,362	72,919	18,581	13,237
Ohio Farmer (sm)	38.5	51.5	421.3	466.0	29,562	39,451	323,520	357,900	24,278	34,777
§Pacific Northwest Farm Quad: (sm)										
The Idaho Farmer	36.9	50.0	222.9	235.9	27,931	37,778	168,545	178,363	26,631	35,499
The Oregon Farmer	33.3	45.9	205.1	213.6	25,203	34,736	155,087	161,540	23,692	32,457
The Utah Farmer	34.2	47.9	216.4	229.4	25,854	36,283	163,630	173,399	24,288	34,109
The Washington Farmer	35.4	45.6	221.8	218.3	26,758	34,466	167,713	165,043	25,336	22,187
§Pennsylvania Farmer (sm)	31.3	49.8	298.1	324.6	24,003	38,259	228,946	249,312	20,486	34,702
Prairie Farmer: (sm)										
‡Illinois Edition	55.9	74.6	604.4	644.0	40,700	54,301	440,022	468,882	32,690	45,776
‡Indiana Edition	53.4	66.6	580.1	615.4	38,880	48,480	422,366	448,060	30,870	39,955
Average 2 Editions	54.6	70.6	592.2	629.7	39,790	51,390	431,194	458,470	31,780	42,865
Progressive Farmer: (mon)										
‡Carolina-Va. Edition	60.6	61.7	490.5	493.5	41,198	41,926	333,564	335,589	39,638	40,278
‡Ga.-Ala.-Fla. Edition	62.2	61.2	489.4	487.1	42,300	41,629	332,803	331,219	40,867	40,004
‡Ky.-Tenn.-W.Va. Ed.	59.6	59.2	452.5	455.8	40,547	40,276	307,725	309,976	39,129	38,761
‡Miss.-La.-Ark. Ed.	60.2	64.1	443.5	461.0	40,959	43,571	301,559	313,291	39,680	42,380
‡Texas Edition	65.8	68.0	461.1	477.9	44,798	46,273	313,522	324,994	43,365	44,667
Average 5 Editions	61.7	62.8	467.4	475.0	41,961	42,735	317,835	323,014	40,536	41,218
*‡§Rural New-Yorker: (m)										
New York-New England Edition	19.2	31.4	126.4	169.9	14,643	24,019	96,542	132,247	11,723	20,583
Penn.-Jersey Farming Ed.	18.2	27.6	116.5	144.6	13,898	21,670	88,775	112,978	10,978	18,618
**Southern Planter: (mon)										
‡Va., W. Va., Md., Del. Edition	14.4	10.0	158.5	130.8	10,114	7,012	111,015	91,571	9,808	6,624
‡N. Car., S. Car., Ga. Ed.	13.0	—	136.9	—	9,120	—	95,824	—	8,814	—
Average 2 Editions	13.3	—	147.3	—	9,617	—	103,420	—	9,311	—
Successful Farming (mon)	61.5	62.0	464.9	491.1	27,682	27,911	209,201	220,996	27,054	27,409
Tennessee Farmer & Homemaker (mon)	11.1	11.9	89.6	105.3	8,714	9,350	70,123	82,572	7,787	8,374
Wallaces' Farmer (sm)	55.9	66.2	593.3	627.1	43,821	51,872	465,119	491,627	41,186	49,063
§Weekly Star Farmer: (w)										
Kansas Edition	14.2	18.1	71.5	94.9	35,125	44,699	176,302	233,780	17,912	25,118
Missouri Edition	14.5	17.5	72.4	97.8	35,765	43,071	178,399	240,783	19,950	25,538
Okla.-Ark. Edition	12.1	15.5	61.2	83.7	29,835	38,324	150,837	206,172	16,434	22,390
Average 3 Editions	13.6	17.0	68.4	92.1	33,575	42,031	168,513	226,912	18,099	24,349
Western Crops & Farm Management (mon)	23.7	17.5	157.0	128.6	10,157	7,798	67,361	55,724	10,157	7,798
Western Farm Life: (sm)										
‡Regular Edition	11.9	13.2	114.9	125.5	9,402	10,348	90,100	98,461	7,218	8,151
‡Eastern Edition	14.4	16.9	149.5	182.7	11,328	13,313	117,260	143,272	9,144	11,088
Average 2 Editions	13.2	15.0	132.2	154.1	10,365	11,830	103,680	120,866	8,181	9,619
Wisconsin Agriculturist & Farmer (sm)	37.4	56.6	401.8	454.0	29,352	44,867	316,183	359,197	28,906	44,336
Wyoming Stockman-Farmer (mon)	40.4	37.8	270.2	253.3	30,576	29,666	206,192	193,280	27,561	26,851
Total Group	950.2	1,068.6	8,500.3	8,655.0	649,539	746,195	5,936,791	6,052,052	588,853	678,989

‡Not included in totals. §Not included in totals; because June figures were unavailable as this issue went to press May figures are shown. †Formerly New Jersey Farm & Garden. ††Effective with May 1960 issue Farm Quarterly published in February, May, August and November; figures shown are for May issue and are not included in the totals. ‡Became monthly publication effective with March 1960 issue. *Two issues May 1960; four issues May 1959. **Regional editions first published January 1960.

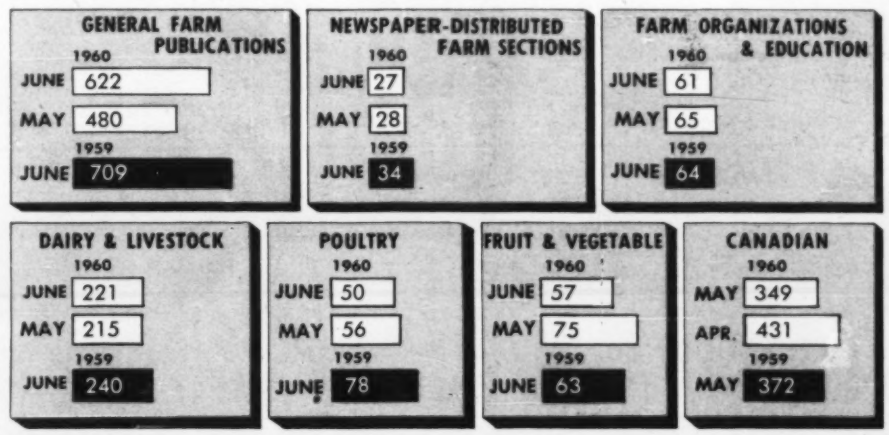
	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	June 1960	June 1959	Jan.-June 1960	Jan.-June 1959	June 1960	June 1959	Jan.-June 1960	Jan.-June 1959	June 1960	June 1959
Newspaper-Distributed Farm Sections										
Iowa Farm & Home Register (mon)	13.8	17.6	112.3	110.6	13,750	17,580	112,328	110,611	13,464	17,202
Texas Ranch & Farm (mon)	13.3	16.8	100.9	101.7	13,384	16,772	101,010	101,696	12,894	16,548
Total Group	27.1	34.4	213.2	212.3	27,134	34,352	213,338	212,307	26,358	33,750
Farm Organizations & Education										
Agricultural Leaders' Digest (mon)	5.0	5.1	45.0	50.0	2,145	2,195	19,376	21,482	2,145	2,195

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	June 1960	June 1959	Jan.-June 1960	Jan.-June 1959	June 1960	June 1959	Jan.-June 1960	Jan.-June 1959	June 1960	June 1959
†Better Farming Methods: (mon)										
‡Eastern Edition	11.1	—	132.5	—	4,757	—	56,834	—	4,757	—
‡Central Edition	12.1	—	145.9	—	5,186	—	62,595	—	5,186	—
‡Southern Edition	11.4	—	141.6	—	4,900	—	60,753	—	4,900	—
‡Western Edition	11.1	—	131.6	—	4,757	—	56,461	—	4,757	—
Average 4 Editions	11.4	19.3	137.9	153.9	4,900	8,295	59,161	66,036	4,900	8,295
California Farm Bureau Monthly (mon)	11.9	12.2	70.8	61.5	9,009	9,195	53,525	46,551	8,561	8,803
Cooperative Digest (mon)	9.3	8.5	44.6	49.2	4,060	3,570	19,150	21,000	—	—
County Agent & Vo-Ag Teacher (mon)	18.9	19.0	162.6	164.6	8,102	8,131	69,760	70,562	8,102	8,131
§Iowa Farm Bureau Spokesman (w)	53.8	53.1	297.0	282.5	54,607	53,896	301,455	286,837	52,160	50,674
Missouri Farmer (mon)	12.7	10.4	73.6	72.8	5,351	4,373	31,225	30,573	4,601	3,536
National 4-H News (mon)	16.4	15.4	133.5	118.6	6,879	6,461	56,073	49,809	6,879	6,461
National Future Farmer (bm)	29.2	27.1	112.1	87.1	12,527	11,626	48,091	37,366	12,513	11,577
Nation's Agriculture (mon)	5.2	9.2	33.7	51.2	2,322	4,152	15,166	23,047	—	—
Ohio Farm Bureau News (mon)	11.6	12.2	84.9	65.5	5,220	5,531	38,315	29,815	—	—
§Washington Grange News: (sm)										
East Edition	21.5	17.9	75.3	80.1	23,352	19,474	81,379	87,301	22,932	19,124
West Edition	21.8	17.8	73.4	77.6	23,632	19,341	79,029	84,217	23,212	18,991
Average 2 Editions	21.6	17.8	74.4	78.7	23,492	19,407	80,604	85,622	23,072	19,057
Total Group	131.6	138.4	898.7	874.4	60,515	63,529	409,842	387,241	47,701	48,998

‡Not included in totals. §Not included in totals; as June figures were unavailable when this issue went to press May figures are shown. †Regional editions first published July 1959.

Farm Linage Trend

Figures in thousands



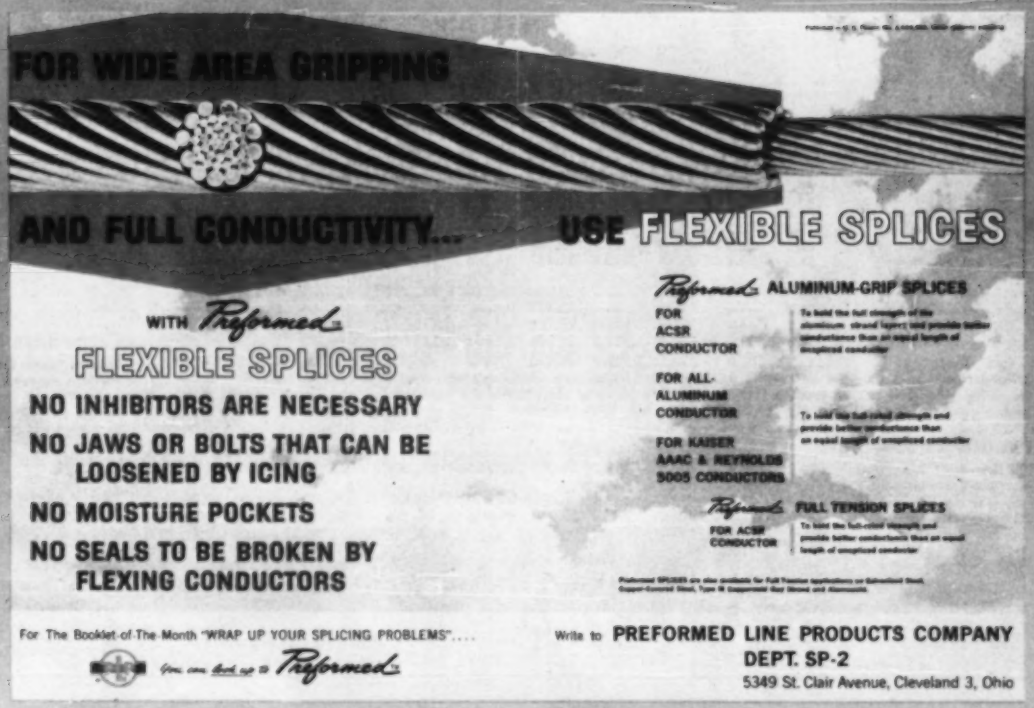
	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	June 1960	June 1959	Jan.-June 1960	Jan.-June 1959	June 1960	June 1959	Jan.-June 1960	Jan.-June 1959	June 1960	June 1959
Dairy & Livestock										
†Breeder's Gazette (mon)										
‡National Edition	15.7	13.7	113.3	98.8	6,714	5,863	48,600	42,369	4,981	5,287
‡Regional ‡1 Edition	15.8	—	118.9	—	6,770	—	51,010	—	5,037	—
Average 2 Editions	15.7	—	116.1	—	6,742	—	49,811	—	5,009	—
The Cattleman (mon)	74.2	94.5	538.0	539.9	31,168	39,470	226,060	226,628	11,253	16,818
‡*§Corn Belt Farm Dailies: (d)										
Chicago Daily Drovers Journal	19.1	25.0	148.8	154.8	41,082	53,143	320,800	329,338	25,867	33,725
Kansas City Daily Drovers Telegram	16.2	22.8	129.3	153.5	35,068	49,133	278,838	326,719	22,443	31,966
Omaha Daily Journal-Stockman	21.0	25.1	161.1	173.0	45,309	53,362	347,277	368,133	34,768	36,885
St. Louis Daily Livestock Reporter	12.1	18.0	112.9	118.7	26,023	38,260	243,317	252,547	16,602	27,529
§Dairymen's League News (bw)	11.6	11.2	71.7	85.4	8,469	8,178	52,164	62,201	7,944	7,421
Florida Cattleman (mon)	64.7	71.5	467.1	441.9	27,155	30,054	193,709	181,466	19,367	23,069
Hoard's Dairyman (sm)	44.2	50.4	420.1	414.2	32,177	36,722	303,828	301,535	26,682	30,964
Livestock Breeder Journal (mon)	41.5	29.9	387.4	363.6	17,388	12,572	165,844	152,600	2,226	2,072
National Hog Farmer (mon)	19.8	15.0	148.1	118.1	20,097	15,225	150,322	119,873	19,748	14,960
National Live Stock Producer (mon)	10.9	15.5	120.6	114.4	7,995	11,443	87,808	83,385	7,393	11,037
Western Dairy Journal (mon)	46.6	64.4	244.9	272.8	19,985	27,640	104,551	117,035	10,234	13,588
Western Livestock Journal: (mon)										
Mts. & Plains Edition	71.9	76.9	422.5	410.5	30,860	32,970	181,307	176,118	7,305	8,209
Pacific Slope Edition	62.9	78.9	527.6	546.0	26,970	33,866	226,334	234,224	10,366	11,494
§Western Livestock Reporter (w)	18.9	21.0	175.0	183.2	25,402	28,224	235,170	238,291	9,324	5,810
Total Group	452.4	497.0	3,392.4	3,221.4	220,537	239,962	1,689,574	1,592,864	119,583	132,211

‡Not included in totals. §Not included in totals; as June figures were unavailable when this issue went to press May figures are shown. †Regional editions first published February 1960. *Changed from 2,128-line page to 2,156-line page September 1959. ‡Twenty issues May 1960; twenty-one issues May 1959.

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	June 1960	June 1959	Jan.-June 1960	Jan.-June 1959	June 1960	June 1959	Jan.-June 1960	Jan.-June 1959	June 1960	June 1959
Poultry										
American Poultry Journal: (mon)										
‡Egg Producer Eastern Edition	9.0	17.4	96.6	117.2	4,283	7,457	41,451	49,773	4,022	5,840
‡Egg Producer Midwest Edition	10.6	19.2	109.6	123.6	4,557	8,249	46,967	52,924	4,336	6,644
‡Egg Producer Southern Edition	11.5	20.3	112.5	132.5	4,944	8,687	48,276	56,892	4,294	6,226
‡Egg Producer Pacific Edition	11.9	21.4	106.5	128.0	5,116	9,170	46,691	54,889	4,183	6,067
‡Broiler Producer Ed.	6.5	19.9	61.5	84.2	2,791	8,530	26,377	36,069	2,598	8,230
‡Turkey Producer Ed.	8.7	12.1	87.9	66.4	4,163	5,197	37,707	28,441	3,970	4,890
Average 6 Editions	10.0	18.4	96.1	108.7	4,309	7,882	41,245	46,498	3,734	6,316
†Broiler Business (mon)	25.0	35.7	148.7	217.6	10,707	15,331	63,794	93,359	9,849	13,039
Broiler Industry (mon)	23.5	21.7	173.1	158.1	10,598	9,750	77,945	71,140	8,845	7,500
††Everybodys Poultry Magazine (mon)	—	24.3	—	205.8	—	10,439	—	88,309	—	7,303
§Georgia Poultry Times (w)	24.1	24.9	150.7	166.1	25,662	26,418	161,238	172,242	21,756	22,148
‡§The Poultryman: (w)										
Dixie Edition	10.7	12.6	74.1	93.3	11,654	13,717	80,403	101,232	5,533	4,598
National Edition	9.4	12.6	68.3	88.0	10,205	13,668	74,145	95,471	4,833	4,598
New England Edition	12.3	14.5	88.5	111.1	13,397	15,758	96,090	120,569	7,626	6,152
New Jersey Edition	14.7	20.2	107.4	142.5	15,984	21,910	116,507	154,670	9,254	11,250

(Continued on Page 76)

Top scoring ads, from four product groups in the Dec. 28, 1959 issue, based on Mills Shepard Studies.


FOR WIDE AREA GRIPPING
AND FULL CONDUCTIVITY... USE FLEXIBLE SPLICES
WITH Preformed FLEXIBLE SPLICES
NO INHIBITORS ARE NECESSARY
NO JAWS OR BOLTS THAT CAN BE LOOSENED BY ICING
NO MOISTURE POCKETS
NO SEALS TO BE BROKEN BY FLEXING CONDUCTORS
Preformed ALUMINUM-GRIP SPLICES
FOR ACSR CONDUCTOR
FOR ALL-ALUMINUM CONDUCTOR
FOR KAISER AAAC & REYNOLDS 5005 CONDUCTORS
Preformed FULL TENSION SPLICES
FOR ACSR CONDUCTOR
For The Booklet of The Month "WRAP UP YOUR SPLICING PROBLEMS"....
You can count on Preformed
Write to PREFORMED LINE PRODUCTS COMPANY
DEPT. SP-2
5349 St. Clair Avenue, Cleveland 3, Ohio

★ "I'm interested in the full-tension splices...the whole set-up makes for easy installation." This was the reaction of a Transmission & Distribution Engineer to the Preformed Line Products 4-color spread insert, the highest-scoring ad for pole-line hardware.

Listen to the clear playback of the sales idea expressed by a Chief Engineer, Transmission and Distribution Operation: "My impression is that it will perform better than any other conductor." And for action?—"We've talked to our staff about it," said an Assistant General Manager, Top Management, "and it will be considered."

★ This 4-color insert for Sargent & Lundy was the best ad for consulting services, with 60% of readers remembering it, and 34% having read part of it. At black and white page rates, high-scoring inserts like this one squeeze maximum value from dramatic artwork.

★ 69%, or more than ⅔ of all readers remembered this 2-color Allis-Chalmers ad and 29% read part of it, the best ad in the feeder voltage regulator group. See how these important prospects got the sales message—here is effective, low-cost sales communication at its best.

Chief Electrician, Generation: "They're making an effort to give us an economical product." Area Chief, Generation: "It is more compact and welded for easier maintenance. We've discussed it in our meetings." And action?—Electrical Engineer, Transmission & Distribution Engineering: "We discussed it with an idea of buying."

New L-M Levroc™ Transformer Coating Reduces Outages, Improves Continuity
LINE MATERIAL Industries Distribution Transformers
McGRAW-EDISON COMPANY

★ Electrical World readers not only get the point but remember the benefits of ads like this Line Material 2-color bleed which topped everything in distribution transformers. Said a Vice President, Top Management, "The added durability should make for savings in money." An Assistant Superintendent, Transmission & Distribution Operations, saw "...longer service from this equipment." Added a Meter Supervisor, Transmission & Distribution Operation, "It would prevent the troubles we have with salt air in coastal areas."

Ads in Electrical World get seen, get read, get *action!*

For pennies per reader Electrical World *communicates* your sales idea to every level of buying influence in electric utilities from Board Chairman to Meter Tester. Results of these communications shown above are typical of the 12,000-plus interviews on more than 500 ads conducted by Mills Shepard Research. Here is quantitative and qualitative proof that your ads in Electrical World are read, referred to, and reacted to by the men with specific job-function responsibility for purchase and use of your equipment.

Two hundred thirty-two Electrical World advertisers placed 1,029 pages exclusively in this magazine in 1959. For them, this was proof enough. How about you?

The electrical industry's weekly magazine

Electrical World 1st

Covers the electric power industry completely

in service to advertisers
service to the industry
reader preference
utility circulation
total circulation
advertiser acceptance

A McGraw-Hill Publication, 330 West 42nd Street, New York 36, N. Y.

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	June 1960	June 1959	Jan.-June 1960	Jan.-June 1959	June 1960	June 1959	Jan.-June 1960	Jan.-June 1959	June 1960	June 1959
Poultry Tribune: (mon)										
#Eastern Edition	21.3	33.1	222.7	251.6	9,144	14,188	95,533	107,944	7,579	12,048
#Midwest Edition	23.7	32.1	224.1	251.6	10,146	13,764	96,149	107,934	8,792	11,866
#Pacific Edition	36.6	50.3	275.3	315.0	15,715	21,561	118,122	135,139	11,543	15,758
#Southeast Edition	25.6	43.3	255.3	288.8	10,968	18,586	109,528	123,883	8,330	15,150
#Southwest Edition	22.8	36.9	219.6	262.7	9,765	15,835	94,199	112,708	7,699	13,110
Average 5 Editions	26.0	39.1	239.4	273.9	11,147	16,786	102,706	117,520	8,788	13,586
***Turkey World: (mon)**										
#Central Edition	31.5	—	262.9	—	13,505	—	112,770	—	11,863	—
#Eastern Edition	31.2	—	256.4	—	13,399	—	109,986	—	12,225	—
#Western Edition	29.7	—	257.2	—	12,723	—	110,321	—	11,653	—
Average 3 Editions	30.8	40.8	258.8	317.9	13,209	17,488	111,026	136,385	11,914	15,396
Total Group	115.3	180.0	916.1	1,282.0	49,970	77,676	396,716	553,211	43,130	63,140

#Not included in totals. §Not included in totals; as June figures were unavailable when this issue went to press May figures are shown. †Formerly Broiler Growing. ††June-July 1960 issues to be combined and published in July; figures will be shown in July tabulation. ‡Four issues May 1960; five issues May 1959. *Regional editions first published December 1959.

Fruit & Vegetable

American Fruit Grower (mon)	23.2	29.4	237.5	209.7	10,043	12,720	102,606	90,611	9,583	12,335
American Vegetable Grower (mon)	20.4	27.8	182.1	209.8	8,821	12,005	78,667	90,625	8,493	11,701
California Citrograph (mon)	26.8	21.0	135.1	125.6	17,976	14,098	90,716	84,378	17,668	13,846
Florida Grower & Rancher (mon)	12.1	16.7	120.0	120.0	8,221	11,346	81,632	81,594	7,368	10,425
†Vegetable Growers Messenger (bm)	—	—	25.6	20.4	—	—	11,130	8,568	—	—
Western Fruit Grower (mon)	29.1	30.7	203.0	203.5	12,222	12,894	85,260	85,470	12,222	12,894
Total Group	111.6	125.6	903.3	889.0	57,283	63,063	450,011	441,246	55,334	61,201

†Published bi-monthly; cumulative figures shown are for May issue.

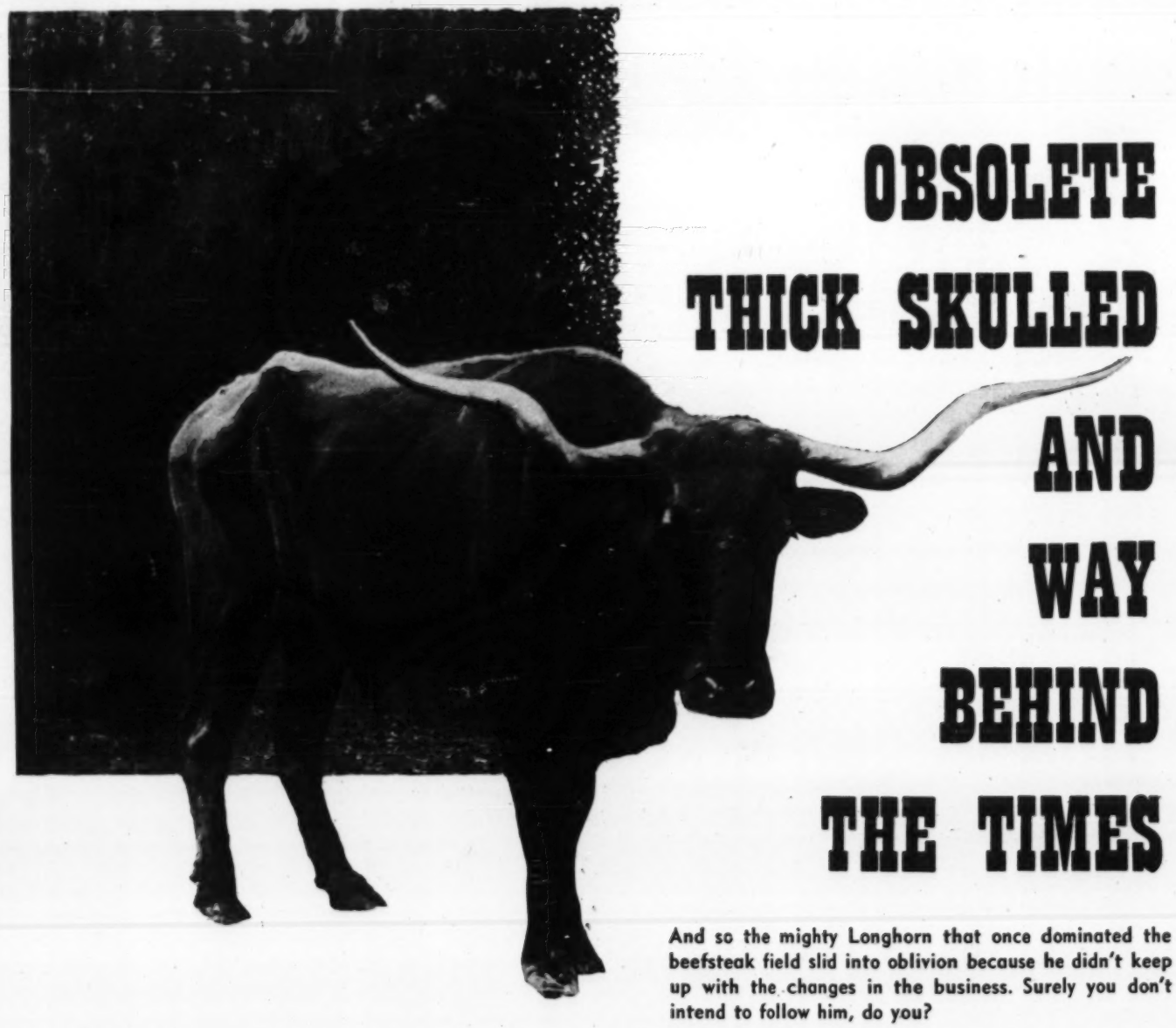
	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	May 1960	May 1959	Jan.-May 1960	Jan.-May 1959	May 1960	May 1959	Jan.-May 1960	Jan.-May 1959	May 1960	May 1959
Canadian (May)										
Country Guide (mon)	46.3	45.1	222.4	225.0	33,386	32,523	160,142	162,052	—	—
Farmer's Advocate & Canadian Countryman (sm)	41.0	51.6	227.8	249.9	28,733	36,115	159,442	174,898	23,067	30,230
Family Herald (w)	80.0	86.3	405.0	430.9	78,045	84,200	394,908	420,212	55,570	63,228
Free Press Prairie Farmer (w)	87.4	90.5	479.9	472.1	99,560	103,261	545,710	538,455	53,110	53,255
Le Bulletin des Agriculteurs (mon)	56.9	71.5	289.0	307.1	39,835	50,075	202,333	215,041	39,835	39,835
Western Producer (w)	64.4	61.9	355.1	346.8	68,955	66,251	380,080	371,043	44,768	45,180
Total Group	376.0	406.9	1,979.2	2,031.8	348,514	372,425	1,842,615	1,881,701	216,350	231,728

Hancock Joins Publisher

R. Jack Hancock has been named assistant to Emmett P. Langan, vp and director of advertising of Implement & Tractor Publications, Kansas City. He formerly was with the ad department of Western Auto Supply Co., Kansas City.

'Insulation Directory' Bows

Lake Publishing Corp., Libertyville, Ill., publisher of *Insulation*, will publish a new annual *Insulation Directory/Encyclopedia*, beginning in May, 1961. Rates will be identical with those of the monthly *Insulation*.



OBSOLETE THICK SKULLED AND WAY BEHIND THE TIMES

And so the mighty Longhorn that once dominated the beefsteak field slid into oblivion because he didn't keep up with the changes in the business. Surely you don't intend to follow him, do you?

But are you SURE your idea of the cattleman isn't a couple of generations out of date? His buying and spending habits . . . his income . . . what he raises and what he needs?

Results of an extensive survey of *The Cattleman* readers are now available in a booklet entitled RANCHING TODAY. This booklet contains invaluable information . . . the cattleman's annual average income, average numbers of beef cattle owned and sold, amount of feed and supplies used, average number of acres owned and operated, equipment owned and other pertinent data.

You've got to know the cattleman to sell him. Get acquainted with him by ordering your free copy of RANCHING TODAY.

The Cattleman

412 East Weatherford
Fort Worth 2, Texas

NBC Radio's 8-Year Red Ink Operation May End: McDaniel

NEW YORK, June 21—NBC Radio expects to break even in 1960, which would make it the first time that the network has operated out of the red in eight years, William K. McDaniel, vp in charge of NBC Radio, has announced.

The network already has more than $14,000,000 in total net sales on its books, which is as much business as it did for the entire year in 1959, Mr. McDaniel pointed out. Current orders are expected to offset the losses which were incurred during the first quarter of 1960.

NBC Radio is in this comparatively rosy state despite the fact that it cut back the number of network hours it requires its stations to carry from 55 to 32 since the first of the year.

■ Mr. McDaniel attributed the more favorable situation to the fact that station clearances of network time now average about 95%, compared with about 75% last year. Other contributing factors, he said, are higher prices and greater advertiser acceptance of the network's new programming policy of news and special events introduced last January.

When the network announced last fall that it would start its new programming format this year, it said that it would offer stations an additional program service of about 17½ hours per week on a fee basis. The service was to have included dramas, mysteries and interview shows at a fee based on the production costs and the station's 10 a.m. minute rate. NBC Radio did not go ahead with the service because there was no demand for it from the affiliates, Mr. McDaniel said. NBC was not eager to get into program service, but would have done so if the stations showed they wanted it, he added.

"News on the Hour," a $5,000,000 property, already is sold out for 1960, and "Monitor" is expected to bill more than $5,200,000 for the year, Mr. McDaniel said. Some of the new orders placed with the network during the past five weeks came from Mobil Oil, El Producto cigars, Lever Bros., Oldsmobile, R. T. French Co., AT&T, Lewis-Howe and Mogen David. #

de Castro, Richmond to Gross

Ralph E. de Castro and Harrison G. Richmond have joined the executive staff of Gross Advertising Agency, Miami. Mr. de Castro was formerly copy chief and group head of Kudner Agency. Mr. Richmond was formerly with WCKT and WPST-TV, Miami.

Crucible Steel Names Shea

Mrs. Josephine M. Shea, formerly assistant ad manager, has been named manager of advertising of Crucible Steel Co. of America, Pittsburgh.

Business America / 3

FORGING IRON OF LIBERTY

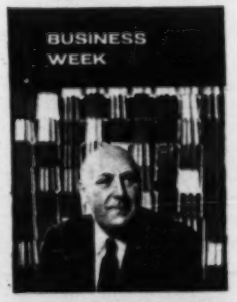
"*The forging iron of liberty*," Thomas Paine called Philadelphia. Today, its historic shrines stand shoulder to shoulder with the trim, tall citadels of modern business as the City of Brotherly Love has become the forging iron of commerce and industry.

There's a new look to Philadelphia . . . a new excitement, engendered by its world-famous urban renewal and industrial growth programs. There's a new vista, too, for the proud old city has become America's foremost foreign trade center. Business Week's management subscribers in firms like Radio Corporation of America (942), Philco (195), Pennsylvania Railroad (128), Campbell Soup (85) and Sun Oil Company (153), have played an important part in pacing the phenomenal growth of the Philadelphia area.

A lithographed reproduction of this woodcut by Philadelphia's Jacob Landau, size 22" x 15", is available when requested on your business letterhead.

In Philadelphia, as in all industrial centers of the nation, Business Week is the forging iron of management. Aimed at carefully-selected management men who make the decisions, Business Week keeps them better informed, better able to act. The news in Business Week is important, accurate, timely. Your advertising is news, too . . . directed unerringly at the men in management who make the decisions.

You advertise in Business Week when you want to influence management men



A McGraw-Hill Magazine
330 West 42nd Street
New York 36, N. Y.

One of a series of comments on Metropolitan Oakland as a market by advertising agency executives.

Alameda County is the growth market in the growing Northern California market. The reason why is simple: it has the largest concentration of people, of retail spending, of retail trade in the commodities of every-day life. Both agencies and advertisers are interested in this "lots-going-on" story as they shape spending strategy for Northern California's hub of growth—Alameda County.

E. L. DECKINGER,
Vice President in charge of Media Strategy
GREY ADVERTISING AGENCY, INC., New York

YES, it is important to recognize Metropolitan Oakland's commanding size as a market. It is equally important to remember this fact:

ONLY THE

Oakland Tribune

COVERS METROPOLITAN OAKLAND*

Greatest Home Delivered Circulation in Northern California

National Representatives:
CRESMER & WOODWARD, INC.

GO BIG.. BE BIG in the TRIBUNE...

*63% of the more than 250,000 families in Metropolitan Oakland (Alameda County) are Tribune subscribers

Member Metro Sunday Comics Network

Advertising Age

Feature Section

Approaches to TV Buying

Don't Bury the Selling Point

Mix-Match Mergers Are Trend

Biz Quiz: Make a Guess

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

Where We Stand in Marketing, Advertising Research . . .

Is Marketing Research Over-Stressing Technique, Absolutes? It May Be So, Says Graustein

A. R. Graustein Jr.

Marketing research theorists may be letting themselves get sidetracked down the "byways of other sciences' techniques" and thereby may be overly concerned with technique at the expense of marketing objectives, Lever Bros.' marketing research director fears. And he wonders if experimental research isn't making the job too hard—seeking absolute answers when relative ones would suffice. But present and future opportunities for marketing research "seemingly couldn't be better," he believes. He explained his views in a provocative talk in April to the New York chapter of the American Marketing Assn., which is presented here in nearly full text.

By A. R. Graustein Jr.
Market Research Director, Lever Bros., New York

Competitive brand marketing offers a unique opportunity to learn how the customer behaves—and *why* she behaves as she does. For example, Lever Bros. sells about one and one-half billion packages of soap, margarine, toothpaste and similar products per year. This means one and one-half billion consumer decisions as to whether to buy our brand or a competing brand. It is equivalent to about 40 such decisions every second throughout the year.

Even to be half-way successful in most of the product classes in which we sell, a new brand must change the brand buying habits of 3,000,000 to 5,000,000 families. And then, if it is to stay alive, I estimate that it must get at least a million new users each year to replace those it loses to competition. And, at the same time, it must hold at least two-thirds of its old users over an average of 30 buying decisions a year.

■ Boxcar figures, yes. But figures which reflect human thinking and human action *under at least partially controllable conditions* as do few other figures available to the social scientist. And a fundamental thesis of my talk today is that these and other figures in this area are just waiting to teach us a lot more important things about people and about the marketing process than we know now.

Of course, this is where marketing research gets into the act. We're supposed to get the facts, analyze them, and feed them back in actionable terms to the marketing people. And there is no doubt that we do get facts—millions and millions of them. One company—not ours—is reported to spend more than a million dollars a year on Nielsen data alone.

■ At a rough estimate, Nielsen data cost about a dollar a figure (Nielsen wouldn't appreciate my putting it that way!), so this company may be presumed to get a million pieces of data a year from Nielsen. In addition, it's a fair bet that they make at least a million consumer interviews, that their advertising agencies make a million more, and that their own company sales data, coupon redemption information, advertising and deal records, call-book data, etc., run to astronomical figures. In this type of marketing one sure as heck doesn't lack for information in huge quantity!

In addition to the quantitative data, of course, marketing research is coming up with all sorts of qualitative data. Call it motivation research, call it depth interviews, call it focussed group interviewing, call it anything—we got it. In fact, we'd better have it or we won't be in the research business long. These bandwagons representing new techniques, or the application of techniques from other sciences to the marketing process, roll very powerfully when marketing men get wind of them—and God help the research man who tries to put things in perspective and finds himself classed as being against progress. . .

Why Market Research Will Grow

The amount spent for marketing research appears to be climbing very rapidly year by year. If Nielsen, which publishes its gross sales figures, can be taken as even somewhat reflecting the trend of the field as a whole, we have in marketing research a real growth industry. Furthermore, there are many reasons for concluding that marketing research activity will continue to grow. Two are particularly important:

1. It will grow because of the growth of the "marketing concept" itself—the recognition that the key factor in most businesses is marketing—that a company's marketing success more and more determines its over-all success.

2. It will grow because the more industry moves to what I might call "coordinated decentralization"—organization patterns which give line executives maximum freedom to operate, but only within the framework of the policies and know-how of the company as a whole—the more important research becomes as a tool of general management in guiding and controlling the over-all operation.

So things seemingly couldn't be better for marketing research and "scientific marketing."

However, it is when things are at their best that the conscientious analyst has perhaps his greatest obligation to examine them and see if the structure is really as solid as it appears to be. And when I, as a conscientious though somewhat confused analyst, look at the broad, long-range picture, I have a nagging concern. My concern is that the success of marketing research over the past couple of decades has, from the point of view of basic scientific progress, been a bit on the superficial side.

Have we, for instance, in the excitement of playing with a new toy, allowed ourselves to lag behind in developing fundamental experimental data of the sort which permits a pseudo-science to become a true science and to develop in usefulness to mankind? In our eagerness to "make like" a great big grown-up science quickly, have we, perhaps, tried to run before we really learned how to crawl, and got our conceptual foundations a bit distorted in the process?

Are too many of the theoretical structures which we design to explain the workings of the marketing process based on assumptions of sand (i.e., what "everybody knows") and premises of water (i.e., what we want to believe) instead of on the rock of experiment?

Finally, in our efforts to ape other sciences, have we possibly distorted and even lost sight of the need for a well-constructed discipline of our own, designed to permit us to do what we should be doing—which I presume is helping to increase the efficiency of the marketing process?. . .

Why Marketing Secrecy? Nothing Worth Hiding

I certainly don't know nearly as much about it as I'd like to, but I just can't seem to make a case for many important basic market research techniques being developed subsequent to 1935. . .

In any event, let me assume that there has been some lack of progress—or at least that there exists an opportunity for greater progress—in this area, and talk briefly about three of the many problems which I suspect may have played a part in inhibiting such progress.

■ First, let me suggest, comes the problem of *communication*. It is sometimes argued that communication can never be very good in market research, at least in the commercial end, because each research organization, whether it be the marketing research department of a manufacturer, the research department of an advertising agency, or a research supplier, has to protect its own trade secrets for competitive reasons. Maybe—but . . . could it be that the great play on secrecy in marketing research is largely a form of gamesmanship because there aren't really any worth while trade secrets to reveal?

Again, it is sometimes argued that the value of the findings to competition is the factor preventing good communication in the commercial research area. Possibly, but when not only the brands but also the product class involved are "blinded"—as they often can be—I don't really see how competition benefits. Thus, as far as the publication of findings and techniques is concerned, it seems that "security" need not be as serious a problem as it is sometimes made out.

There is another phase of the communications problem in marketing research which I don't need to dwell on because the American Marketing Assn., as well as other groups, is in the process of doing something about it. I refer to the lamentably poor communications between the learned gentlemen on the academic side and us wage slaves on the commercial side. . . A little better communication between long-hair and crew cut certainly wouldn't hurt.

Commercial Men, Academicians Don't Speak Same Language

A second broad problem area which I'd like to mention for your consideration as a possible progress-inhibitor is the distortions of emphasis which seemingly tend to creep into marketing research.

I belong to an informal professional group which consists of the marketing research directors of a number of so-called blue-chip companies. These are primarily men who have been in marketing research quite a while, and who have constantly to keep coming up with reasonably valid research findings or they won't be around next year. And the thing that puzzles me is that these men talk almost an entirely different language, emphasize markedly different aspects of research, than do most of the

published articles. Naturally, people who must apply knowledge will always talk a somewhat different language from those who develop the ideas. But the difference here is possibly too great to be healthy.

■ The cause of this is far from clear. Perhaps, however (and, of course, this is oversimplifying a complex situation), the theoreticians are primarily oriented towards taking techniques from other sciences and applying them to marketing research, while the practitioners—though they have no objection to this when it is appropriate—feel a need for a balanced, logical and workable discipline that will be objective-oriented rather than technique-oriented.

Furthermore, the practitioners fear that the more marketing research is led down the fascinating, but perhaps not always too applicable, byways represented by other sciences' techniques, the more it seems to get away from the solid disciplines of knowledge-building-on-knowledge which turn a pseudo-science into a science.

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Small-scale experiment tended to be arbitrarily rejected if the findings didn't fit the pattern. Trial and error was eschewed. Complexity was sought almost for its own sake. And the emphasis was very strong on certain aspects of the activity at the expense of others.

Possibly, within the next decade or two, increased sophistication—both among those who conduct marketing research and those who use it—will result in marketing research becoming humbler, better-balanced, more straight-forward and a lot more truly scientific than it is today.

Are We Asking Too Much? Setting Standards Too High?

These thoroughly unscientific, because completely undocumented, remarks lead me to a third problem area which may be retarding research progress. And this is really the meat of the wienie as far as I'm concerned. Let me put it in the form of a few related questions:

1. Have we tended to cut off constructive experiment in marketing research by making the standards for the publication of such experiments too rigorous—and perhaps even too one-sided?

2. Do we virtually insist that each such experiment be unchallengeable from any direction? Do we sometimes even concentrate on measuring the less important things because we can measure them more "scientifically"?

3. Do we find ourselves unwilling to build hypotheses on the basis of the "patterns" developed from a number of experiments, no one of which is conclusive of itself?

4. Are we too often in an "all or nothing" frame of mind, rather than willing to nourish ourselves a bite at a time?

■ Here in my hand are 23 pages which summarize 194 different research findings which might be of value in developing the marketing plans for one Lever brand—Lux Liquid. The product managers concerned make up such a list for each of our 28 major brands. Similar lists are also prepared with respect to the research findings on advertising and promotional activity. This material represents a valuable marketing tool. Million dollar decisions are based on it.

Now here's the shocker: Virtually none of the surveys from which these data were taken—and they include our own studies, studies by our advertising agencies, studies by media, and studies by commercial research suppliers—scarcely one single survey could pass the standards which apparently are now set for experimental research. Most wouldn't even come close.

■ How would they differ? Well, the "commercial" surveys, at least those relating to the area I'm talking about, i.e., the problems of marketing branded consumer goods, might put more emphasis on defining the problem in action terms and on certain other research considerations, but they'd normally put somewhat less emphasis on the tightness and complete projectability of the sample, on complex mathematical analysis, and on the so-called confidence level of each detail of the findings. (In this respect, one sometimes wonders why so much "confidence" is justified when the odds are 19 out of 20, and so little when they're 18 out of 20!) And yet, experience in the marketplace and confirmatory research findings always seem to bear out at least the essential patterns shown by this "commercial type" research.

Absolute vs. Relative Data

Just as a guess, the seeming contradiction in standards reflects the tendency of most research experimenters—perhaps influenced by the *Literary Digest* fiasco and the election poll problem—to seek "absolute" (i.e., fully projectable) measurements. The commercial researcher, on the other hand, has come (often without realizing it) to recognize that most of his decisions can be made on the basis of *relative* measures rather than *absolute* measures.

If one merely wants to know which is *relatively* better, higher, lower, trending up, trending down, relatively weaker or stronger in such and such a socio-economic category, and similar questions, one can get remarkably useful answers with "quick and easy" research—provided, of course, that is well planned, executed, and interpreted.

This rather clearly leads to the key question: Could experimental research prove more productive if more problems were phrased, and answers accepted, in terms of relative, rather than absolute, measures?

■ Let me throw in a personal opinion here. There are, as I understand it, well over 400 individual marketing influences that can and do, in at least some instances, affect the performance of branded consumer products. If each of these individual marketing influences always had the same amount of effect, or an amount of effect which bore some definable relationship to something else, I would hope that some of the present "absolute" approaches would, in the long run, have a chance of ultimate success.

Unfortunately, however, I am more and more coming to doubt that the interplay of these marketing influences is even theoretically calculable, except possibly in very limited systems. Rather, I suspect that we may have here a situation in which the relative influence of each factor is not calculable; being determined by so many forces in the individual situation—some, possibly, of a non-marketing nature—that no fixed relationships may even exist, let alone ever be discovered. If such a "principle of indeterminacy" actually exists in marketing, we've got no choice! We've *got* to develop a new science to handle our problems.

New Analytical Procedures Help Our Search for Facts

Can such agnostic thinking hope to get us anywhere? It would be presumptious of me to say "yes." Let me, nevertheless, briefly describe three techniques, designed to provide useful knowledge that was not previously available, whose development *did* stem from this philosophy. They are by no means earthshaking, being little more than new analytical procedures, but they do seem to take us perhaps a little way forward in our search for the truth.

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■ The first relates to consumer product testing—specifically, the so-called paired comparison or "blind" product test. In this type of testing, as you doubtless well know, test respondents are given two products, identified only by code number. They are asked to use them sequentially (usually for one week each) under normal conditions, and then to indicate which they prefer, both over-all and with respect to specific product attributes.

One of the problems in such tests has been to determine the relative importance of differences in various product characteristics or attributes in influencing over-all consumer choice. What makes such an analysis difficult is that several product attributes may be interrelated in the consumer's mind. Hence, a change in one attribute may affect the influence of others on consumer choice. Thus, in assessing the influence of any one product attribute, it is necessary—if the findings are to be projectable to the marketplace—to allow for its "halo" effect on other product attributes.

■ A solution that has proved highly productive is to use an analytical technique which lets the respondents do their own factor analysis, as it were. Assume, for the sake of illustration, that the questions to be answered are as follows:

- If our brand had not enjoyed an advantage over the competitive brand in color, would it have won out over-all, and, if so, by how much?
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Finally, to determine what the over-all vote would have been if the competition had not had its texture advantage, we take the over-all vote of those who had "no preference" on this characteristic. It's a "quick and easy" technique, but it sure tells us an awful lot.

Schwerin Seeks to Gauge Effect of TV Commercial Before It Runs

The second technique I want to mention relates to the area of advertising effectiveness—specifically, the problem of determining what virtues we should be claiming for each of our brands in its national advertising. This new technique involves the use of Schwerin's television research service. Therefore, before I explain the technique, I'd better refresh your memory as to what Schwerin does and how he does it.

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Schwerin had also recognized the need of his clients to know *why* a given commercial was more effective than another. After testing more than 10,000 commercials with a total sample of more than a million consumers, Schwerin reached some general conclusions as to the types of commercials which tended to do relatively well or relatively poorly, but there was little which he could use with confidence in any individual instance. (Again, this may be another slight indication that marketing influences vary in importance from instance to instance.)

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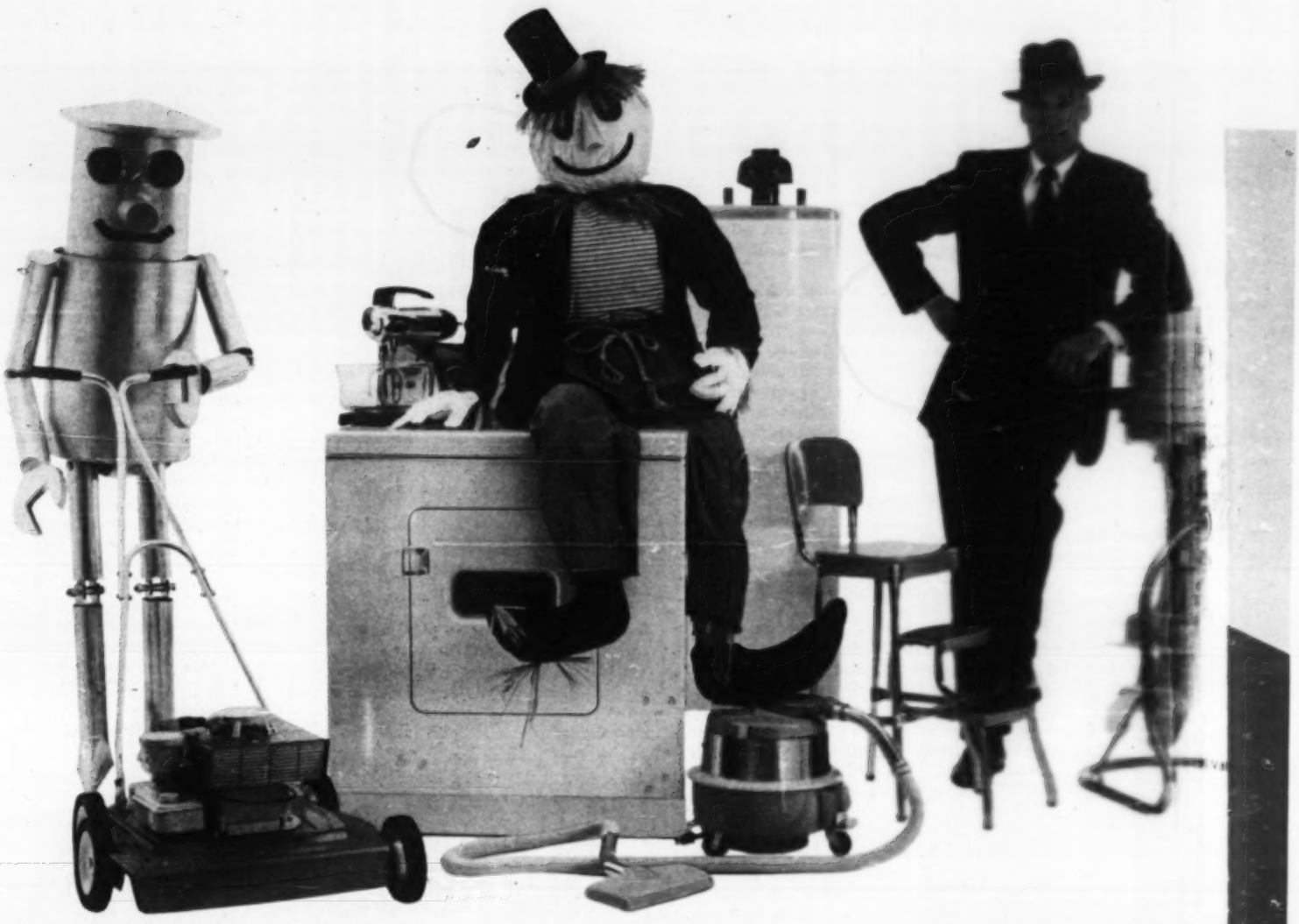

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CAMPBELL-EWALD ADVERTISI

DETROIT 2, MICH. · NEW YORK · CHICAGO · LOS ANGELES · HOLLYWOOD · SAN FRANCISCO · WASHINGTON · DENVER · ATLANTA · DALLAS · K

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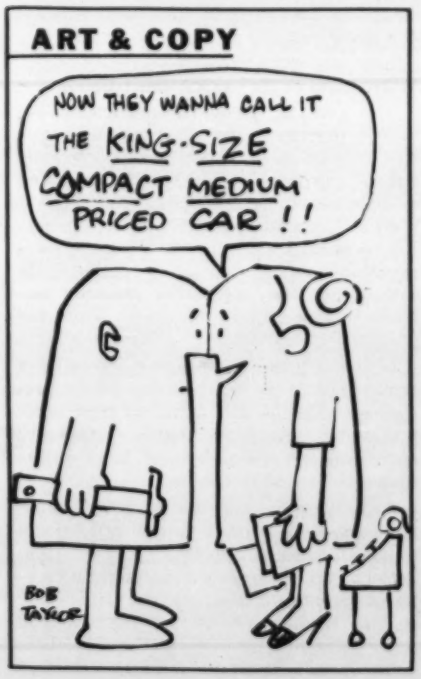

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For one thing, our own people have advertised too many kinds of products, ranging from White Goods to Baked Goods. The only thing we can specialize in is ideas. And the only thing we can make is advertising. So please don't find out that we advertise beer, for example, and figure we wouldn't know how to advertise something that beer goes into.

Would you like some facts? Or some more philosophy? We can be reached simply by writing to the President's Office in Detroit.

CAMPBELL-EWALD ADVERTISING

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quality such as color, or a specific benefit such as complexion care. This approach appeared somewhat more constructive, but there still remained the problems of which "attitude" change, if any among those measured, had really caused the change in the brand selected.

■ The new technique developed to handle this problem is simplicity in itself. The first step is to remove from the sample those who selected the advertised brand on the pre-choice. Next, taking the remainder as the "universe," the increase in the number holding each "attitude" toward the brand as a result of exposure to the commercial is determined.

Finally, of those who "got" each attitude, the per cent who selected the advertised brand on the post-choice is determined. This indicates the relative power of each attitude—as presented in the commercial under study—to motivate people to select the advertised brand. Thus, the advertiser can get an indication of what attitudes the advertising should seek to develop and how it should put them across for maximum effectiveness.

Sees Chance for More Light on Communication, Motivation

The limited experimental work thus far conducted indicates that advertising claims may vary all the way in power from a markedly negative influence to a positive influence so strong that 86% of those who became convinced of the claim shifted to the advertised product in the post-choice. (This one was particularly intriguing because the highly effective claim was not verbalized in the audio, but merely implied in the video.)

It is really too early to draw any conclusions about this new "quick and easy" technique, which Schwerin proposes to call Advertising Message Effectiveness Service. However, it would seem possible that from it we will learn considerably more than we ever knew before about both the communicating and the motivating processes.

■ Now for the third and final technique I want to discuss. It represents a method for evaluating *in the marketplace* the validity of various "predictors" of advertising effectiveness which are currently used for pretesting ads and for evaluating advertising campaigns. By a "predictor" I mean a question which is asked of the consumer on the premise that a favorable answer to the question indicates an effective advertisement. These questions are asked in different ways, by different research groups. Typically, they cover one or more of the following areas:

- Intent to buy the brand advertised.
- Feeling that the brand advertised is "one of the best."
- Favorable "attitude" toward the brand advertised.
- Consumer mention of the brand advertised as one which first comes to her mind.
- Consumer choice of the brand advertised when offered for sale at a discount price.
- Recall of one or more copy points.
- "Liking" for the ad or campaign.
- Believability of the ad or campaign.
- Interest in the ad.
- "Comprehension" of the ad or campaign.

■ There seems to be no agreement as to which, if any, of these "predictors" is the best. (Incidentally, I am not of the school which holds that this lack of agreement is good because it permits one to select the "predictor" that will give his ad the best rating!) Perhaps a few cynics even question the validity of *any* of *these* "predictors"—but they're probably people who don't believe in Santa Claus, either.

Certainly, we all recognize the vital need for valid predictors of advertising effectiveness and most of us believe that such predictors can be found and identified.

The value of validated predictors would, of course, be enormous. Thus, as just about every major advertising executive is reported to have said, "Half of all advertising is a waste of money, but I just don't know which half." This statement, in conjunction with advertising expenditures at a reported annual rate of 11 billion dollars, indicates that advertisers are wasting about $5½ billion per year.

This sum roughly equals the cost of feeding 180,000,000 Americans for an entire month. Hence, it is a substantial figure even in these days of the soaring '60s and forecasts of a trillion-dollar economy. Valid predictors of advertising effectiveness wouldn't, of course, solve all the problems of advertising inefficiency, but they would certainly contribute very importantly to the solution of many of them.

■ As business becomes more competitive, and advertising costs rise, managements have more and more been "putting the heat" on their advertising departments and their advertising agencies to produce more effective advertising. And by "more effective," they usually mean more productive of sales. As a result, many aspects of advertising effectiveness are being re-evaluated. In fact, at long, long last, the time may have come when it is to the interest of all the parties concerned to see a little more science and a little less gamesmanship in advertising research.

Thus, it is my personal conviction that the situation is now ripe for some unbiased group to take over the job of creating at least some order out of the present chaos. The National Industrial Conference Board has, under Clark Thompson's able direction, already started a long-term study to determine what measures are needed in order to assess advertising accomplishment. A number of other groups and organizations—including, of course, our own American Marketing Assn.—are giving attention to various aspects of the problem.

■ Do you share my feeling that the time has now come to make at least a start in getting at the fundamentals of this matter? And, if so, what would you think, as a first step, of stimulating some competent group to assess the validity of the previously referred-to advertising predictors? Naturally, your answer may have to be hedged. Many of you have to consider the competitive advantages and disadvantages of such a study from the point of view of your own organizations. However, I submit that, as a general rule, competition waged in an area of knowledge and efficiency is far more productive in terms of net profit for all concerned than competition waged in an area of ignorance and obfuscation.

I am revealing no secret in saying that the Advertising Research Foundation seems "ripe" for being asked to conduct a basic study of this nature. And, to my mind at least, they make a pretty fair candidate. They are non-partisan. They represent all interested groups—media, advertising agency, and advertiser. They are in an excellent position to work with the academicians. They have a strong and, it seems to me, highly competent research staff. Most important, they have the mechanics for getting both present and potential financial support from many quarters.

If you agree that we would all benefit from an organized attack on this problem of measuring advertising effectiveness, and that the ARF should be stimulated to launch the attack, why not make it your individual responsibility to see that either you, or someone else in your organization, writes to an official of the ARF and tells him so?

'Quick and Easy' Techniques Can Help Us Much

A discussion of a technique at this point may seem anti-climactic. However, it is in part because of the existence of "a" technique that I consider conditions so ripe for the development I have envisioned. Not that the technique has been proved valid, or even that any of us are sure it will work. However, a program of this sort can hope for a greater support in the initial phases if somebody can show a way by which the needed measurements *might* be accomplished. That is what I propose to show you—or, at least, try to show you—now.

This again is a rather relaxed, "quick and easy" technique. It does not try to get global and long-hair and mathematical and psychological and all the other impressive things which so often seem to stand in the way of our accomplishing our research objectives.

■ Let me simplify matters by giving you the *concept* of the technique without regard to certain practical modifications which would need to be made in its execution. Also, let me sidestep at this time the problems of evaluating those predictors which involve actual sale of the product to the consumer.

The first requirement in using the technique I am suggesting would be to select, with the help of cooperating advertisers, a number of markets where new products are about to be introduced. In other words, we first identify several situations where a substantial number of people will be trying a brand within a rather short period of time—let's say 12 weeks. At least in the grocery products field, this is in no sense an abnormal situation. It happens all the time.

■ Next we establish consumer panels in each market and develop suitable questions to assess each predictor. For example, we might ask people their attitude towards each of five named brands including, of course, the one which was being introduced. Other questions would determine "liking" for the advertising, its believability, copy-point playback, etc., etc. Also, we would ascertain current brand usage. (Obviously, to avoid interaction between the questions, we might need, in each test area, to divide the predictor questions between several panels instead of asking them all of the same panel.)

We would conduct our first "round" of interviewing just prior to the start of advertising on the new brand, and repeat our interviews with the *same people* once every two weeks for a period of 12 weeks. Here again we would have to deal with problems of execution such as payment to respondents, possible supplemental interviews to see if any biases had been introduced, etc. However, no matter how these problems were handled, each individual in each panel would be asked exactly the same questions and,

BIZ QUIZ

Lester Leber

Compiled by Lester Leber

How much do you know or how well can you guess? Answers on Page 86.

1. Most frequently advertised brand name on tv is
   (A) Kellogg (B) Anacin (C) Lestoil
2. Newspaper that leads in color advertising is
   (A) Chicago Tribune (B) Milwaukee Journal (C) Los Angeles Times
3. Closest figure to average line rate of America's 1,588 daily newspapers is
   (A) 8¢ (B) 16¢ (C) 32¢
4. Magazines are most heavily read in households with annual incomes of
   (A) Over $10,000 (B) Between $3,000 and $9,999 (C) Under $3,000
5. A rule of thumb for estimating the cost of full-color space in a mass magazine, if you know the black-and-white rate, is
   (A) Add 25% (B) Add 50% (C) Add 100%
6. Media bureau with largest annual budget is
   (A) Magazine Advertising Bureau
   (B) Television Bureau of Advertising
   (C) Bureau of Advertising, ANPA
7. Number of vps at the world's largest advertising agency is
   (A) 13 (B) 32 (C) 132
8. One of these is not a publisher.
   (A) Chilton (B) Elrson-Freeman (C) Fairchild
9. According to the director of Pillsbury's commercial research, there are three categories of test market mistakes. The most serious of these is
   (A) Selecting the wrong product to test
   (B) Interpreting data incorrectly
   (C) Being misled by early successes
10. What portion of our population is contained within the 15 major metropolitan areas?
    (A) One-fifth (B) One-third (C) One-half
11. Excess of U. S. births over deaths runs about
    (A) 1,000,000 (B) 2,500,000 (C) 5,000,000
12. Active duty servicemen stationed outside continental U. S. now number
    (A) 1,000,000 (B) 2,500,000 (C) 5,000,000
13. Of total consumer credit the various card plans such as Diner's Club represent
    (A) 1/10% (B) 1% (C) 10%
14. Of all Americans those protected by health insurance are
    (A) 1 out of 4 (B) 1 out of 2 (C) 3 out of 4
15. Largest single chunk of a typical drug store's sales dollar comes from
    (A) Toiletries (B) Tobacco (C) Prescriptions
16. Industry with highest percentage of profit after taxes is
    (A) Drugs (B) Cement (C) Public utilities
17. Largest investment in machinery has been made by
    (A) Steel industry (B) Automobile industry (C) Farmers
18. Compared with first quarter of 1959 this year's registration of American-made cars jumped 14%. Increase for foreign cars was
    (A) 6% (B) 14% (C) 22%
19. Largest leisure market is
    (A) Boating (B) Golf (C) Bowling
20. For fiscal 1960 the federal government will get most of its funds from
    (A) Individual income tax (B) Corporate taxes (C) Excise taxes

THE SOLID GOLD CADILLAC?
WELL, ALMOST...

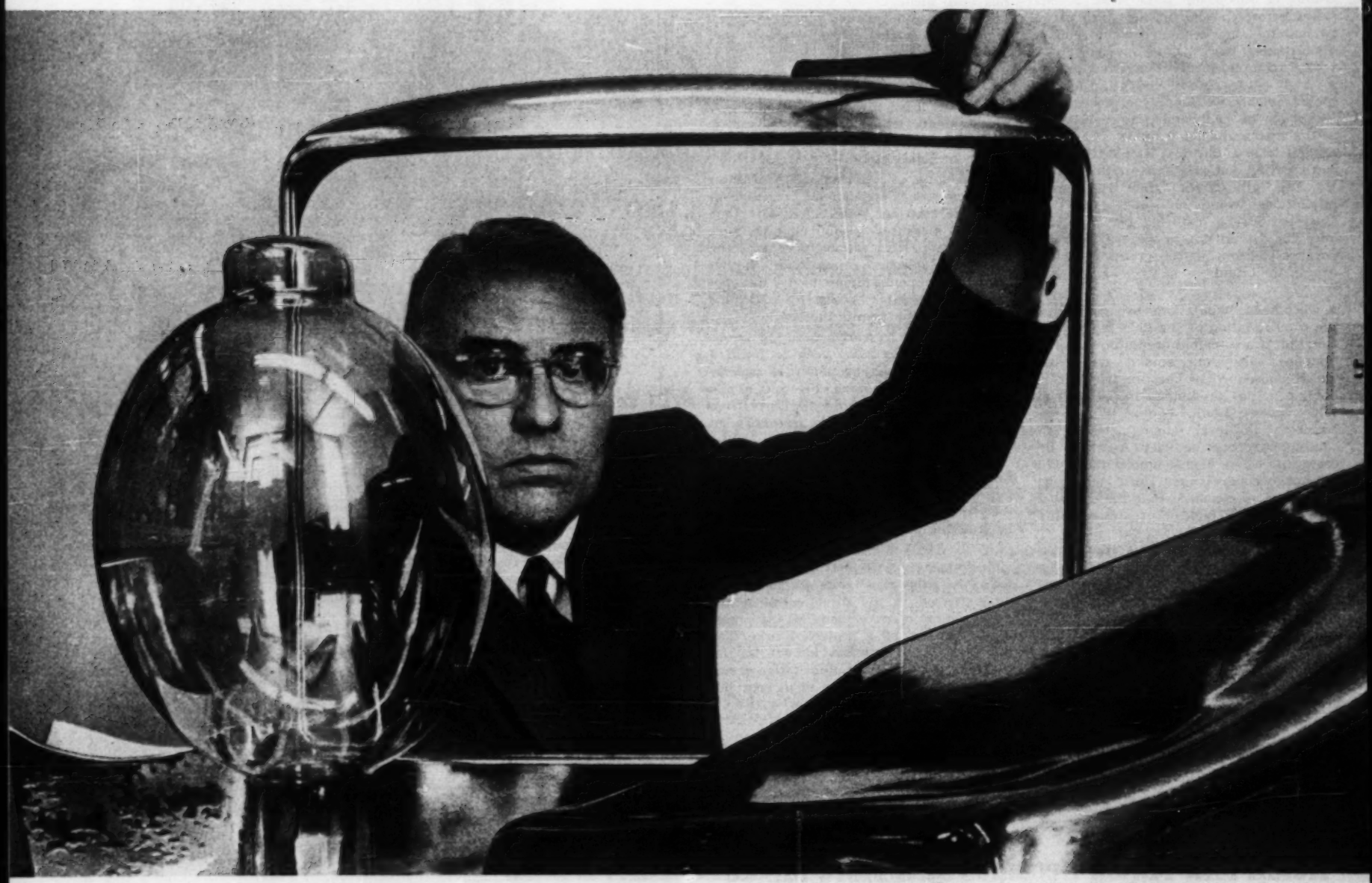


PHOTO COURTESY HANOVIA LIQUID GOLD DIV., ENGELHARD INDUSTRIES, INC.

Move over, Midas! They've picked up your touch in the Chemical Process Industries. New compounds now bring gold's corrosion and temperature resistance (via plating) to plastics, metals and ceramics . . . with applications from structural materials to missile blast shields. And management is really excited . . .

Naturally! The reaction is typical of CPI leaders' concern with developments which lead to new markets and more profitable products. It's typical, too, of management's response to CHEMICAL WEEK's editorial pages. For whether the man is "VP", Production Manager or Purchasing Director . . . only CHEMICAL WEEK's common denominator of news fills his specific job needs and satisfies his broader management interests.

Pick it up! Read it! You'll learn how the field's only business magazine puts the "profit interpretation" on the news. You'll know why it best serves your best customers and prospects. You'll see why you can sell them better, faster . . . right here in CHEMICAL WEEK, *"industry spokesman for CPI-Management"!*

Chemical Week
A McGraw-Hill Businesspaper (ABC-ABP)

therefore, be exposed to exactly the same interview bias.

■ Only after the series of six interviews was completed would we make our analysis. The first step of that analysis would be to divide the interviewed group into two classifications:

1. Those who *did not* become triers over the period of time studied.

2. Those who *did* become triers during the period of time studied.

■ We would next tabulate the answers to each of our predictor questions at each interview date for the group that *did not* become triers. We would then make a similar tabulation of the answers of the group who *did* become triers. Adjustments would be made for those who become triers before the end of the sixth period so that the time sequence would end, in all instances, with the trial period.

For example, if somebody had become a trier between the first and second measurements, we would plot his answers as though he had been interviewed only in the fifth and sixth periods. The period of first trial would thus be plotted as the sixth period for everyone in this group. By this adjustment, the trier group tabulations would not—except for the final period—be distorted by any tendency for a predictor to increase in value because someone in the group became a user of the brand.

■ Once these tabulations are completed, the interpretation of the data is straightforward. If a so-called predictor shows no increase over time among the group which subsequently become triers, it is obviously no predictor of advertising effectiveness. Again, assume a predictor increases in level among those who subsequently become triers but also increases to a like degree among those who do not become triers. Here again, we are forced to conclude that the so-called predictor has, in fact, no predictive value.

■ Finally, however, suppose that a certain predictor shows a substantial increase among those who *do* become triers and a much lesser increase among those who *do not*. Here we have identified a valid predictor. Given enough instances, i.e., several test situations, we may eventually be in a position to calculate its efficiency, the level which it must reach to induce brand trial, the length of time that is required to build it up to that level, etc., etc.

I don't want to forecast that this technique *will* work. In a way, it will have achieved its objective if it merely suggests that perhaps there may be simpler ways of attacking the advertising effectiveness problem than are sometimes realized, and helps, however slightly, to get authoritative studies going in this area.

Summary

Let me summarize what I've tried to say:

1. Things could hardly look better in the marketing research field.

2. It may be appropriate, however, to question how much truly basic progress has been made in the "science" of marketing research, or even the "science" of marketing branded consumer goods over the past 25 years.

3. If progress has been a bit disappointing, perhaps it has been inhibited, to a degree at least, by the very stringent requirements which seemingly have to be met by experimental research before it can be published.

4. In spite of ignoring many of these requirements, commercial research—often relying on relative rather than absolute measures—seems able to come up with pretty satisfactory answers. Hence, the question arises as to whether such requirements unnecessarily discourage experimental research and the reporting of the results thereof.

5. Marketing research thinking seems a bit divided, as some seek to build a discipline designed primarily to accomplish marketing research objectives, while others prefer to borrow heavily from other sciences and think primarily in terms of techniques.

6. Your speaker, while obviously confused by it all, finds himself ever more impressed by what can be learned from the "quick and easy" techniques, and by studying problems in the general area of competitive brand marketing.

7. Finally, a really terrific opportunity seems to exist right now to get something started in the direction of better measurement of advertising effectiveness. If you favor such a project, I urge that you make your interest known to the ARF and to any other authoritative group which might be motivated to pioneer the way for the benefit of us all. #

The Creative Man's Corner . . .

Another Happy Ending

This is a wonderfully entertaining ad—fun to look at, fun to look through. The photography is absolutely outstanding, chiefly because someone found an absolutely outstanding model. In fact, we doubt that any of the columns that contemplate advertising and pass judgments on it (such as this one) could equal the eloquence of the judgment passed on cigaret advertising by this sequence of photographs.

It would be unfair to leave unmentioned the first nine paragraphs of copy, which add greatly to the tongue-in-cheek comment which the ad makes on cigaret advertising in general.

But the final three photographs—and paragraphs! Suddenly the bright promise of the first three-quarters of the ad is lost. It becomes simply another silly, unconvincing, happy-ending cigaret ad.

Advertisers are generally loath to have their own products kidded. It is entirely possible, however, that if Philip Morris had been willing to smile at itself, this could have been a great ad. Or if this agency had had the guts to suggest such an approach. After all, if you're going to take off on cigaret advertising, you ought to have the sense of humor to know that your own product won't have universal appeal, no matter how good it is. #

On the Merchandising Front . . .

Retail Mix-Match Becomes Still More Mixed

By E. B. Weiss

As I have been suggesting in this column for several years, the trend toward mix-match mergers among giant retailers now constitutes a positive and dynamic trend. One of the more recent examples, very much in the news early in June, when this column was written, was the contemplated merger between Korvette and Penn Fruit.

E. B. Weiss

But apart from these mix-match mergers among large retailers, there is another trend that also involves mix-match, but which does not necessarily include corporation affiliation. This trend is illustrated by the recent announcement that Montgomery Ward would open catalog-order desk units in some Buffalo supermarkets of the Loblaw food chain.

Briefly, the program involves the following:

1. The Ward order desk will occupy roughly 250 square feet and will be located near the trading stamp redemption center which, at Loblaw, is usually toward the rear of the supermarket.

2. Loblaw personnel will service the section—an interesting departure for Ward's.

3. The order section will display all of Ward's regular catalogs. It will not, however, include telephone service, at least not initially.

4. A display board behind the order desk will display seasonal Ward merchandise.

5. Ordered merchandise will be supplied through Ward's distribution center in Albany, N. Y.

■ It so happens that, in the Loblaw area, Ward's has only a limited catalog store operation of its own, and has no retail stores. Thus, Ward's will win a degree of distribution quickly, in an area where its exposure to shopping traffic is low. Loblaw's, on the other hand, will be able to increase its non-food lines by more than 100,000 items, with no increase in inventory investment, no increase in warehouse space, and a minimum requirement for floor space.

The concept is not completely new. Alden's Inc. has had catalog departments in several National Tea supermarkets for some three years. (In this connection it is interesting to note that H. V. McNamara, who is president of National Tea, is also a director of Alden's—one more example of the interlocking retail corporate developments about which I have been writing and which profoundly affect retail merchandising.)

But whether or not the concept is entirely new, the conclusion I have been advancing (that an era of mix-match retailing is here) seems additionally verified by this Ward-Loblaw experiment, which will be extended to most of Loblaw's 250 supermarkets if it pans out.

■ Basically, this phase of the mix-match era of giant retailing involves what is really a leased-department concept. But it goes far beyond the original implications of the early leased-department idea. Thus, when a shoe chain opens a shoe department in a department store or in a discount chain, the department is usually limited to footwear and a few accessories. But under the newer concept, the mix-match really involves not a leased *department*, but really a leased *store within a store*.

Thus, when a food super chain opens a food operation in a discount chain, this will involve a *complete* food supermarket of up to 30,000 square feet—a complete food store under the discount chain roof. Similarly, when a drug chain opens up in a food super or other outlet, the program involves a fairly complete drug store. As already mentioned, Ward's order desk at Loblaw's really corresponds to a typical Ward order store unit and makes available to the shopper no less than 100,000 items.

I suspect that, before too long, several of the variety chains will come to the conclusion that, if they *really* want to get into food strongly (as they now give every evidence of planning to do), it would be wiser to turn their entire food operation over to a food chain. Similarly, as the food outlet moves more strongly, not merely

into health and beauty aids, but also into drugs, I should imagine that the food super will ultimately invite a drug chain to open up a complete drug store within the walls of the food super—something that has, of course, happened several times over the past several years.

It is not improbable that some of the hard-goods and hardware chains will be opening complete appliance stores—and complete hardware stores—in food supers, in drug outlets, in variety chain outlets. And, if the variety chain outlet continues to develop its garden centers, it may open up some of these garden specialty units in food outlets, drug outlets, hardware outlets, etc.

Finally, it is probable that department stores will wind up including, under their roofs, complete specialty stores operated by food chains, drug chains, etc, etc. (Several food chains currently operate complete food stores in department stores.)

From this form of retail mix-match, via the extension of the leased-department concept, to still more corporate mix-match mergers is a logical step. The two will march ahead hand in hand.

And, for the manufacturer, this means that his distribution patterns will become still more confused, and his terms and discounts for the trade will be more of a problem. This much is fairly certain: A vastly increased fluidity in retailing—and this is what these mix-match trends involve—compels a related fluidity in the distribution and pricing programs of manufacturers. #

HEADLINES TELL THE STORY—*The copywriter plays it safe when his headline includes the brand name and a promised benefit. Here are some examples of ads which get their messages across, even when the body copy is not read by all persons who note the ad.*

Salesense in Advertising . . .

Don't Bury Your Main Selling Point in Body Copy

By James D. Woolf
Creative Consultant

Is advertising in magazines wasteful—or advertising in any type of media, for that matter?

The Starch studies, which seek to determine how many people saw and read specific advertisements, would seem to indicate that the waste is considerable. The "Read Most" ratings are often discouragingly low. Even when the "Noted" figure is quite high—let's say a 60 or 70—the "Read Most" rating may be an 8 or 9.

James D. Woolf

I favor advertisements designed so that he who runs may read. In most cases, if not all, I believe the meat of the selling message should be flashed to the reader in the illustrations and main headline. The Kodak advertisement, shown here, reduces waste. The reader need not read the fine print to learn he can buy an electric eye camera for only $19.95. He learns further in the subhead that the name of the camera is Brownie Starmeter, which "reads the light, *gets the picture!*" Thus he gets the whole message even if he doesn't read a word of the small body copy. He may buy or he may not; at the very least he has acquired information that may lead to a sale later on.

■ The British Triumph ad is packed with 8-point body copy. Many will read it, many, many more will not. The non-readers, however, are not a total loss. They have at least seen the illustration of the car and the benefit headline: "*NEW BRITISH TRIUMPH: The car that almost never needs greasing!*" At some future time this little bit of information may result in a sale. The body copy is essential, but if it is not read, the casual reader can hardly miss the display type, which flashes the meat of the message.

I am strongly opposed, as a general rule, to meaningless noninformative teaser headlines and illustrations that fail to work hard at selling the product.

There may be occasions when blind headlines, barren of information, are indicated, but generally speaking, I think the ideal headline should include (1) the brand name, and (2) the promised benefit. To my way of thinking the major selling point should not be buried in small-print body copy. Thus, all is not lost when the small print is not read.

Here are some headlines, selected at random in magazines, which illustrate the principle:

The Cessna costs as little as a car: 8¢ a mile.

New Kraft Barbecue Sauce simmers real cook-out flavor RIGHT INTO THE MEAT!

Carnation "Magic Crystals" burst into fresh flavor NONFAT MILK INSTANTLY—for as little as 8¢ a quart!

ONLY Fleischmann's brings your family the goodness of Corn Oil.

You need Clorox to get out dirt that suds leave in!

Absorbine Jr. kills 100% of Athlete's Foot within 5 minutes.

Save up to $15 on Stanley heavy-duty saws!

■ Headlines such as these reduce waste. They impart information and consumer benefits that may not be read if buried in small-print body copy.

Much advertising does not create immediate sales in volume. What it creates instead is a friendly willingness to *accept* the product at some future propitious time. Informative headlines and hard-working illustrations create a condition of awareness of the brand and its promised benefits in the minds of the millions who, according to the Starch "Read Most" ratings, do not read the small print. Good advertising, as I see it, is a familiarizing process. Billions of dollars' worth of packaged goods are bought largely, if not solely, on the basis of brand familiarity at the point of sale.

■ Nothing I have said here means I am opposed to body copy. Far from it. But I do believe that, in most cases, the headline should include the brand name and the product's main selling point or points. The illustration should be pertinent and hard working. When this is done the advertiser need not worry too much if his "Read Most" rating is only 7 or 8. I repeat that advertising is largely a familiarizing process.

Frequency of impact is important. Each time an idea is repeated, the impression becomes stronger. Each time an impression is re-established, it tends to last longer. #

* * *

Mr. Woolf's articles are available in a handsomely-bound 383-page book for permanent reference. Price $5.95. Write Advertising Publications, 200 E. Illinois St., Chicago 11, Ill., for "Salesense in Advertising," available on five days' approval.

BIZ QUIZ

Answers to the questions on Page 82.

1. (C) Lestoil topped last year's tv list with an expenditure of $17 million. Kellogg and Anacin followed with $12.9 and $12.6, respectively.
2. (B) Milwaukee Journal continues to lead the color parade with nearly 3,000,000 lines last year.
3. (B) Average line rate for the 146 morning, 1,286 evening and 156 all-day papers is $.1677.
4. (A) Exposure to magazines increases with income. 70% of households under $3,000 read magazines, while the readership figure for the $10,000 bracket is 95%.
5. (B) Life's newest page rates are $31,150 for b/w; $47,050 for 4 colors. SEP's are $28,000 and $41,745; Time's are $13,225 and $19,840.
6. (C) The newspaper publisher's organization spends $2,000,000. TvB's budget is $1,050,000 and MAB's is $600,000.
7. (C) J. Walter Thompson now has 132 vps, an increase of 292% during the last decade.
8. (B) Einson-Freeman is a display house. Chilton and Fairchild publish business periodicals.
9. (C) Dudley M. Ruch of the Minneapolis company states: "The crucial problem became the fact that we had not recognized that most of our business was coming from one-time buyers and that we were not generating a strong enough repeat purchase base."
10. (B) In 1958 about 54,000,000 people resided inside the boundaries of our 15 largest metropolitan areas, ranging from New York's 14,190,000 to Houston's 1,195,000.
11. (B) During 1959 there were 4,292,000 babies born and 1,660,000 registered deaths.
12. (A) As of last November, Department of Defense figures showed about 1,000,000 servicemen (with 500,000 dependents) living overseas.
13. (A) Federal Reserve Board estimates that $425 million of card plan charges are outstanding as against a grand total of $51 billion for all consumer credit.
14. (C) About 127,000,000 of us have some kind of health insurance.
15. (C) Prescriptions account for 27% of drug store volume. Toiletries, 10%. Tobacco, 6%.
16. (B) Cement industry's profit as percentage of sales is 16.3%. Public utilities, 13.6%. Drugs, 11.6%.
17. (C) Farmers have twice as much money invested in machinery as the steel industry and five times as much as the automobile industry.
18. (A) Official registration of foreign cars for the first quarter rose from 126,044 to 133,498. Volkswagen and Renault were the only gainers among volume imports.
19. (A) Estimates for spending this year come to $2½ billion for boating, $1 billion for bowling, $800 million for golf.
20. (A) Individual income tax for 1960 is estimated at $38.6 billion, which is over half the $69.1 billion to be raised for the federal budget.

Looking at Radio and Television . . .

Three Ways to Approach TV Buying

By the Eye and Ear Man

The television selling season has ground to a stop after an early, frenzied churning, replete with cat-and-dog fights between the networks and advertisers. This is not to be construed as a symptom of a recession or even an abnormal situation, for television buying, like all Gaul, is divided into three parts: (1) the smart, big, long-range early buyers, who get the plums; (2) the economy buyers, who wait for a softening in marginal time and buy at discounted rates, and (3) the vultures, who wait for the last desperate availabilities, and get them for little more than network out-of-pocket costs.

Cycle one has now come to a close, and cycle two will begin in mid-July, with cycle three starting in late August. Since these cycles have evolved over the past ten years, it is wise to examine them and try to profit by past experience.

■ *Cycle One:* This is the P&G-type cycle. These buyers are interested only in time periods with highest sets-in-use, 9-10 p.m., Eastern time, and programs in good taste that will command a mass audience. These are the smart buyers with blue chip companies with a strong, steady history of stable advertising expenditures. What they get is high circulation at lowest cost per thousand. They also get to see the best of the new programs, but they prefer to buy established shows at premium prices to avoid the unnecessary risk of experimentation. These buyers are the backbone of television. They sell soap, drugs, cigarets, automobiles, food—mass consumed products.

■ *Cycle Two:* The bargain hunters in this group are more marginal. They are the authors of the classic, illogical bromide—"What we need is an advertising agency that can take a small budget and, with ingenuity, make it do the work of a large budget like our competitors'." Sounds great, but it doesn't work. Unless an agency runs into real luck, the client gets exactly what he pays for.

Cycle Two buyers are often large, smart advertisers with an expedient approach. These buyers are usually good customers of the networks and almost always come out with a good cost per thousand because of the deals they make. They are also saturation buyers and achieve a balance of programs that they feel compensates for a large, single, high-rating program by spreading their money over a lot of diversified appeal programs which they believe get them a large, unduplicated audience.

■ *Cycle Three:* The vultures that move in just before a program goes on the air (sustaining) and offer to pick it up for time costs. While there is nothing really wrong with this technique, it would be imprudent to name names, so let us say certain drug companies, cosmetic companies, agencies that are called "screamers" in the trade (because the principals rarely speak below a scream), regional or seasonal buyers, and marginal products. There is no question that, by exerting economic and emotional pressures, this group gets buys at relatively low out-of-pocket prices, and occasionally they get a hit—as for example, when a large spot agency backed "77 Sunset Strip" in a last-minute buy for personal product-type clients. The program, which couldn't be given away earlier, became a top ten hit and at bargain rates. This buy was tops in every respect.

In general, however, the comparison goes something like this:

Cycle One—Situation comedy; 9 p.m. $120,000, time and talent. Circulation, 12,000,000 homes. Cost per thousand, $3.33.

Cycle Two—Marginal show; 8 p.m. $70,000, time and talent. Circulation, 7,000,000 homes. Cost per thousand, $3.33.

Cycle Three—Sub-marginal show; 7:30 p.m. $40,000, time and talent. Circulation, 4,000,000 homes. Cost per thousand, $3.33.

■ On paper, the efficiency of the programs appears identical with low out-of-pocket costs for the last group. But in selling via a mass medium for a mass-consumed product, the prospects for sales are improved if the commercial is delivered to 12,000,000 homes rather than to 7,000,000 or 4,000,000 homes, assuming relative efficiency for the commercial itself.

The examples used are, of course, generalizations. In no way is this column intended to discourage the cycle three technique of expedient buying for companies working their way up to cycle one status. But it is certainly evident that a company with adequate advertising funds should plan to get the best advertising and stick with it. Only by reaching people can sales be made. It is wrong to delude oneself with efficiency figures and miss the main purpose of advertising—to reach people. #

AD-VERSE REACTIONS

"with charity toward none"

By Draper Daniels

Radio-TV Director

Doorkeeper of the Tower of Babel,
Gilded priest of Gibble Gabble,
He stills the doubts of Doubting Thomases
With wipes and slow dissolving promises,
And shines up nothings to a glow
Which cost tremendous sums of dough.

HOW IT'S DONE—*The square picture above has been brought down to vertical shape by cutting out the figure and moving it in front of the background panel, then cropping both left and right. The horizontal picture below has been brought to almost square proportions by cutting along the man's arms, along the base of the San Diego panel, then around it and up. This upper portion was then moved closer to the woman at right, and cropping done at left.*

Tips for the Production Man . . .

Retaking the Picture Without a Photographer

By Kenneth B. Butler

How many times a year do you sit and stare at (a) a layout calling for a vertical illustration and (b) the print, submitted by the photographer, in which the details are distributed in a horizontal arrangement?

Occasionally time will permit reworking the layout or sending the photographer out for a second try at his subject. I'm afraid, however, that I must have been born under the sign-of-something-or-other (one of the bad ones, that is) because this situation usually occurs to me only when the deadline for getting the pictures to the engraver is—yesterday.

Fortunately (you see, my luck's not all bad) there is often still another alternative—that of cutting the picture apart and pulling the figures closer together, then re-pasting on a mounting board and marking for engraving.

Obviously this trick is not going to work in every case. And certainly there is the danger of diminishing some of the picture's values. If, however, this is the lesser of the evils, it is easy enough to put aside a few scruples about photo composition. And, if the job is handled carefully, I can virtually guarantee that no one but the photographer (and you) will ever know that you've engaged in a bit of improvising (all right, call it cheating if you like).

■ Under the general term "careful handling," I'd list the following considerations:

1. Be sure you have a good pair of scissors with sharp cutting edge, narrow blades, easy maneuverability.

2. In cutting, try to follow natural lines of the picture itself. For example, cut along the edge of a chair or of a door frame or some figure(s) which extend from top to bottom (or left to right, as the case may be).

3. Avoid cutting through solid light areas, as the overlap will probably be visible in the finished engraving.

4. Since photo paper has a visible thickness, angle your scissors so that the cut will be toward the back of the part of the picture which is to overlap.

5. But if, in remounting, it appears that the white edge of the overlapped portion will show, paint the offending edge a dark gray (never black) by moving it along the side of the paint brush, i.e., apply the picture to the brush rather than the brush to the picture. It's much easier.

■ **6.** Before actually cutting, be sure that the portion which will overlap does not carry portions of converging lines which also appear on the other part of the picture, since this would immediately betray your skullduggery.

7. After mounting, be sure to wipe off carefully any excess rubber cement which may remain on the surface—yes, Virginia, it would show up in the engraving.

8. Don't attempt the impossible; some pictures just can't be altered without looking awkward.

9. Have an extra print of the picture on hand just in case you have bad luck in your first attempt. #

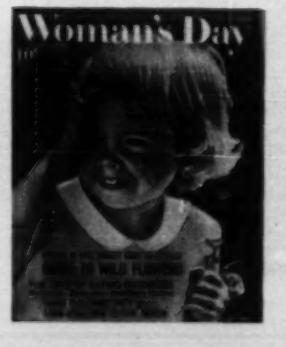
PHOTOGRAPH BY HOWELL CONANT

SHE CAN'T WAIT TO GET AT IT!

Over 60% of Woman's Day primary readers are deep into it by the day after purchase!

It's red hot and read, according to the new Roper Study.* Within 24 hours after purchase, more than one-third of the women questioned had already read and remembered up to 10 different features in Woman's Day... from recipes and menus to decorating and... *advertisements! Proof* they just can't wait to get at it! (And it doesn't stop there. After they read it, they *re*-read it... and then they read it again!)

Why? It's because Woman's Day is dedicated to the woman who makes a *career* of home-making... and every word on every page is edited to her practical daily needs. Over 4,350,000 women go out to buy Woman's Day—every month. They respond by re-reading, by clipping... by *buying* every time they go to the shopping center... and that's surprisingly often! The fact that she can't wait to get *at* it means you shouldn't wait to get *in* it. So schedule it now!



**Just one of the facts from the new Roper Study on why women buy Woman's Day... what immediate use they make of it... how long its influence endures. Ask your representative for all the revealing facts.*

FAWCETT... SALESPOWER IN DEPTH

Gasoline Buyers Want Attendants Neat, Not Stylish

Industrial Launderers' Study Also Shows Esso Is Nation's Top Brand

WASHINGTON, June 21—A survey made by the Institute of Industrial Launderers, an association composed of suppliers of uniforms for gas station attendants and other industrial workers, is being used to persuade advertising agencies to get expert advice before suggesting elaborate uniforms for their clients.

The nationwide survey shows that as long as gasoline station attendants are neatly dressed, the public doesn't care about color or style. This fact is being played up by the institute to convince agencies that functional uniforms save laundering costs and are more suited to on-the-job conditions.

The poll also provides agencies with some insight into advertising appeals and other factors which influence buying decisions of gasoline purchasers.

■ To camouflage the institute's purpose the survey started off asking questions about gasoline choices. Results showed that Esso, with 10% of those polled favoring it, Standard (Indiana), with 9%, Texaco, with 8.9%, Shell Oil, with 8.5%, and Gulf, with 7.5%, were the most used brands. Sunoco, Mobil, Amoco, Phillips, and Sinclair were the next five most popular brands mentioned.

Over 50 brands were named in the survey as the gasoline bought most regularly. Reasons for preferring one brand over another were given as good performance (17.3%), more mileage (17.2%), good quality (11.2%), good service (7.4%), credit card arrangement (7.2%), convenience (6.9%), reasonable price (6.7%), no knocks (5.8%), have used long time (5.7%), like attendants (5.4%).

The project, undertaken for the institute by the Market Opinion Research Co., Detroit, interviewed 2,006 gasoline customers in 48 states to determine if uniforms worn by gas station attendants had any effect on business. A questionnaire measured the influences of color, emblems and insignia, and cleanliness of uniforms on motorists' patronage.

■ Also included were questions designed to bring out the public's preferences among (1) methods of drying hands in station rest rooms and (2) ways of wiping car windshields.

Results show that gasoline station customers want clean and neat uniforms on attendants, and not stylish ones. Cleanliness was mentioned by 52.7% of those polled, neatness by 31.9%, color by 7.1%, style by 4.3%, and design by 2.8%.

The institute is using the survey to point out to ad agencies and pr outfits that selecting a uniform isn't as easy as it looks. To bolster this claim, the IIL cites an instance in which a uniform styled after that of a five-star general flopped because it was not suited for on-the-job conditions. Apparently the general for whom the garment originally had been designed had never had to pump gasoline or grease cars, the institute said.

Furthermore, the uniform could not be laundered, it had to be dry cleaned. Since employes had to foot the bill for the cleaning, they sometimes went weeks or months without having it done.

The result, the institute said, was that the "vast majority of the employes wearing this expensive uniform looked like as motley a crew as was ever seen in the gasoline retailing industry."

The moral, stresses the institute—and it pulls out the survey to back itself up—is that uniforms should be practical and suited to job conditions.

The institute is offering a free consulting service for those in need of advice. No individual uniform is mentioned, just general specifications, the institute said.

■ One part of the institute's survey backfired. On the question of preferred windshield wiping materials, the institute's entry—cotton towels—came in third, outranked by paper towels and air blowers.

In the course of the survey, interviewers used two sets of colored photographs of actual service stations and uniformed attendants.

The institute's member companies, according to IIL, supply more than 90% of all rented work uniforms used in American industry. #

"CANNONBALL" delivers the ratings

Source: ARB March 1960

1 FIRST IN ITS TIME PERIOD

PHILADELPHIA
3 stations 29.5 Rating 76.0% Share

CINCINNATI
3 stations 19.2 Rating 50.4% Share

SYRACUSE
2 stations 38.1 Rating 73.8% Share

CHARLESTON, S.C.
2 stations 43.0 Rating 73.8% Share

TOPS EVERY OTHER SYNDICATED SHOW IN THE MARKET!

INDEPENDENT TELEVISION CORPORATION

488 Madison Avenue • N. Y. 22 • PL 5-2100

WHAT WOULD HAPPEN IF ALL ADVERTISING STOPPED?

BIG IF—*This ad, in full-page and 1,000-line mats, is being distributed by the Bureau of Advertising, American Newspaper Publishers Assn., to 700 papers participating in its monthly newspaper promotion advertising drive. Based on material in recent issue of Grey Advertising's "Grey Matter," ad stresses value of advertising as vital cog in nation's economic machinery.*

Miles Files Trademark Plaint Against Republic Drug

A trademark infringement complaint against Republic Drug Co., Buffalo, has been filed in federal court by Miles Laboratories, Elkhart, Ind., owner of the One-A-Day trademark for multiple vitamin capsules. The complaint also charges Republic Drug with unfair competition and "trademark dilution." It contends Republic is marketing vitamin capsules under the name All in One in bottles "deceptively similar" to One-A-Day bottles.

Miles asked the court to enjoin Republic from using the All in One trademark and the distinctive bottle. It also asked that all of Republic's profits from sales of the product be turned over to the complainant.

Robert Brian Expands

Robert Brian Associates, New York, printer and lithographer, has formed a new department for creative and marketing services as part of an expansion program in the sales promotion area. Victor A. Pizzolato, formerly with Thayer Laboratories division of Revlon Inc., has been named director of the department.

Sheahan, McConnell to Ayer

Garrett J. Sheahan, formerly an account executive with Foote, Cone & Belding, Chicago, has joined N. W. Ayer & Son as a representative in the agency's Chicago office. At the same time, Jack L. McConnell, formerly in the advertising department of Procter & Gamble Co., has become a representative in Ayer's San Francisco office.

Ad Clinic #15

(a transparent device to get you to read this Sheraton ad)

by A. Expert

Ads we could do without

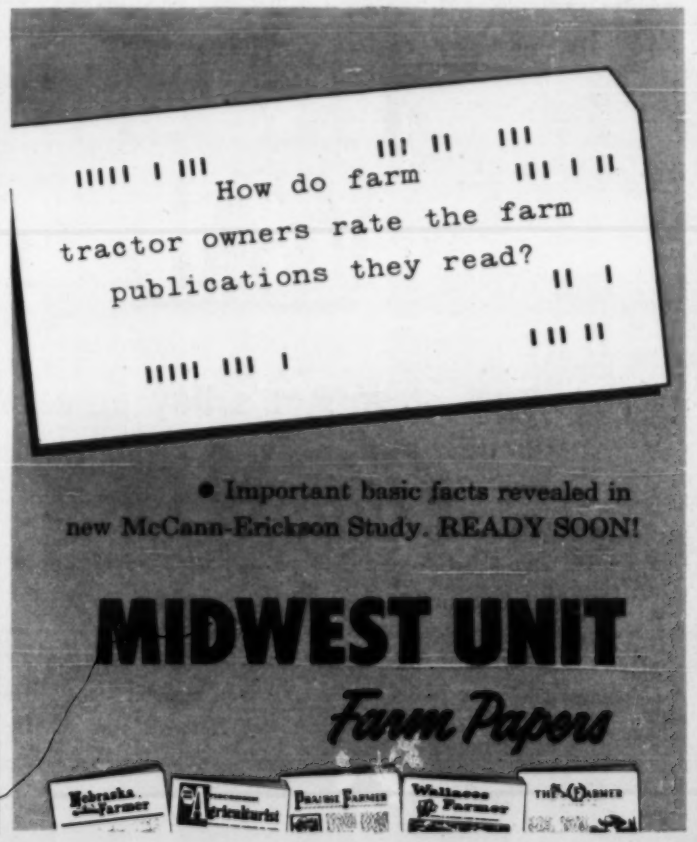
ONLY SHERATON RESERVES AND CONFIRMS ROOMS IN 4 SECONDS

SHERATON HOTELS

This is a brag-and-boast headline that obviously overstates the case.

How could any hotel company reserve a room that fast?

Pardon, sir, but it's true. Sheraton has a wonder machine, *RESERVATRON*, that makes and confirms reservations anywhere — electronically. All you do is phone the nearest Sheraton Hotel or reservation office. To help us test this ad, send for free, 104-page booklet that gives helpful dope on all Sheraton's 54 hotels. Write: **Sheraton Corp., Ad Age Ad #15, 470 Atlantic Ave., Boston, Massachusetts.**


How do farm tractor owners rate the farm publications they read?
• Important basic facts revealed in new McCann-Erickson Study. READY SOON!
MIDWEST UNIT
Farm Papers
Nebraska Farmer
Prairie Farmer
Wallaces Farmer

Rise Commercial Phony; Unfairly Hits Rivals: FTC

(Continued from Page 1)

more difficult and uncomfortable, while Rise stays moist and creamy throughout, resulting in an easier and comfortable shave.

■ In reality, FTC complained, the supposed competing lather is a formulation specially designed for the demonstration and is not a product used for shaving purposes. "Consequently," the complaint charges, "this demonstration is not a valid comparison of the respective qualities of Rise and competing products and tends to disparage the latter."

This is the third complaint by FTC in recent months involving tv ads for shaving products. In January, the commission attacked Colgate and Ted Bates for the "sandpaper" commercial for Palmolive Rapid Shave cream. In March, it issued a complaint against Eversharp, Compton Advertising and two Compton executives, contending that a comparative demonstration for Schick safety razors used deception which "unduly frightens prospective purchasers of competitive razors."

■ Altogether FTC has initiated nine major tv cases since intensive monitoring of tv commercials got under way last November. Two are against Colgate products (Colgate Dental Cream with Gardol, Palmolive Rapid Shave cream). Others are against Lever (Pepsodent toothpaste); Brown & Williamson (Life cigarets); Alcoa (Alcoa Wrap); Standard Brands (Blue Bonnet margarine); Eversharp (Schick); General Motors and Libbey-Owens-Ford (safety glass); and Carter (Rise).

■ SSC&B is the fifth big agency to be identified in a tv complaint. Previously there have been three complaints naming Bates (Life cigarets, Palmolive Rapid Shave cream, Blue Bonnet margarine), and one each for Ketchum, MacLeod & Grove (Alcoa Wrap); Compton (Eversharp); and Foote, Cone & Belding (Pepsodent). The Life and Blue Bonnet cases have been closed, with consent orders involving both the advertisers and the agency. The Pepsodent, Colgate Dental Cream with Gardol, and GM-Libbey-Owens-Ford cases are in hearing.

■ Carter and FTC are no strangers to each other. Only six months ago FTC got a Supreme Court order terminating the 16-year marathon litigation over advertising for Carter's liver pills on FTC terms. Carter and its agency have 30 days in which to reply to the Rise complaint. #

Rise Demonstration Substantially Fair, Carter Tells FTC

NEW YORK, June 24—William L. Hanaway, attorney for Carter Products (he represented them in, among other things, the long-drawn-out Little Liver Pills case) said the company's defense would be that the commercial was exaggerated to meet tv requirements, but was neither false nor misleading advertising. He said he would also defend the advertising agency and Mr. Bayles.

Mr. Hanaway said Carter's feeling about the Rise commercials was expressed in a letter sent to Charles A. Sweeney, of the FTC, on March 8. About that time the commercial already had been "permanently withdrawn." The complete text of Mr. Hanaway's letter, which he said sums up Carter's defense, is as follows:

■ "In the television commercial identified above, which you have questioned, Carter Products Inc. was not attempting to criticize any particular competing shaving product but rather to point out the moisturizing effect of its product Rise over those shaving products which do in fact dry out on the face.

"It is a known fact that some shaving lathers dry out faster than others, and the faster they dry out the more difficult it is to shave with them. Carter Products Inc., in the subject commercial, attempted to demonstrate the comparison between this unsatisfactory condition, which results from lathers that do dry out, and the more satisfactory shave which can be attained with the use of its product, which does not dry out on the face. In an attempt to pictorially demonstrate this situation they used a specially prepared detergent solution. The solution was packed in a pressurized can under 50 lbs. freon pressure. The need to speed up the pictorial effect was necessitated by the time limit imposed by the length of the television commercial.

■ "The average time consumed in shaving is generally considered to be about five and six minutes. There are various low density shaving preparations on the market which will in fact dry out very appreciably within this period of time, with the resultant pull of the razor on the face. The television commercial, however, is limited to about 60 seconds. In order to give the proper pictorial representation, within the time limited for the commercial, of what will happen with these low density shaving creams, it was necessary to use a substitute product which would react within the time limitation imposed and at the same time give a fair and accurate representation.

"To comply with these time and pictorial representations it was necessary to use this specially-prepared product so that the reaction would be photographed within the few seconds allowed. It can be amply demonstrated that the same effect pictured in the commercial will be accomplished with the ordinary low-density creams on the market within the time consumed in the average shaving time.

■ "In all other respects, save for the use of the substitute product for the reasons given above, the commercial attempted to depict the situation as it, in fact, does exist. No special considerations are given to Rise so as to make it appear better or different than it actually is, and no direct reference to any particular products was intended.

"As previously indicated to the representatives of your department, because of the possible misinterpretation which would result from this commercial, it has been permanently withdrawn and will not be used again in the future.

"I hope this explanation provides you with the information which you requested." #

GOP Gets Closed Circuit TV

Theater Network Television, New York, has been signed by the Republican National Committee to provide closed circuit tv coverage of the entire GOP convention in Chicago, starting July 25. Two large tv screens will be mounted on either side of the rostrum to allow all attending the convention in the International Amphitheater a clear view of the activity. The closed circuit coverage will show the speakers addressing the convention, remote locations from other cities, entertainment from inside the hall and political films.

Last Minute News Flashes

Grant Bid Fails; Florida Citrus Seen Staying at B&B

LAKELAND, FLA., June 24—The Florida Citrus Commission, which last week was importuned by Grant Advertising to split its advertising and assign the fresh fruit portion to Grant (AA, June 20), will not do so, when the hour of decision arrives next Monday (June 27), but will maintain the entire account at Benton & Bowles, industry sources predict. *(For an earlier account of the Grant presentation, see story on Page 54.)*

McConnell-Eastman Gets Carter's Inc. in Canada

MONTREAL, June 24—Carter's Ink Co. has named McConnell-Eastman here to handle its Canadian advertising. This is the first time a Canadian agency has handled the Canadian account. It is reported Carter's Ink, Cambridge, Mass., had been considering agencies for eight months.

Ross Roy Inc. Negotiating Purchase of BSF&D

DETROIT, June 24—Ross Roy Inc. is in the process of acquiring Brooke, Smith, French & Dorrance, ADVERTISING AGE learned today. Both agencies declined to comment. Ross Roy had billings last year of $14,400,000; Brooke, Smith billed $9,000,000.

Ambassador Aged Scotches Move to Lynn Baker

NEW YORK, June 24—Quality Importers Inc. has appointed Lynn Baker Inc. to handle Ambassador Aged scotches (12 and 25 years old) effective Aug. 1. Ambassador Deluxe advertising, handled by W. B. Doner Co., along with Ambassador Aged, reportedly bills $350,-000-$400,000, with the Aged brands now accounting for less than $50,000 additional. At the new agency, the two Aged brands may become a six-figure advertiser, according to H. C. Kaplan, head of Quality Importers. Last month, Chivas Regal advertising went from Baker, where it had been introduced, to Young & Rubicam.

O'Connell, Devney Station Reps Merge

NEW YORK, June 24—Two radio-tv station reps, Richard O'Connell Inc. and Devney Inc., have merged to form Devney-O'Connell, with offices at 535 5th Ave., the present headquarters of Devney. Edward J. Devney will be president of the new company, with Mr. O'Connell as exec vp. The consolidated sales staff will work out of the Devney offices in New York, Chicago, Hollywood, and San Francisco. Mr. Devney would not reveal how many radio and tv stations will be on the combined list, which he said is being revised.

Falk Named 'N.Y. Times' Ad Manager

NEW YORK, June 24—Max Falk, national advertising manager of the *New York Times* since 1939, has been named to the new post of advertising manager. He is succeeded by Joseph Wagner, formerly assistant national ad manager. Replacing Mr. Wagner is William Good of the newspaper's ad staff. The *Times* also announced that development of its new international edition will be handled by William Tate, also an assistant national advertising manager. Monroe Green, business manager and advertising director of the *Times*, continues in that post.

Transport Leasing Names Waldie; Other Late News

• **Transport Leasing Co.**, a new subsidiary of Pullman Inc., Chicago, has appointed Waldie & Briggs, Chicago, to handle advertising and promotion. The account handles leasing of special purpose rail cars and components for piggy-back transportation and containerization.

• **Grant Advertising** has been appointed to handle European advertising and public relations of Canon Camera Co. of Japan and the Japan Export Trade Promotion Agency (JETRO). JETRO is a client in the New York office.

• **Hugh Anderson**, formerly advertising manager in Canada of General Mills, Toronto, next week is expected to be appointed advertising manager of Salada-Shirriff-Horsey Ltd., Toronto. It is understood that Mike Aymong will succeed Mr. Anderson at General Mills.

• **James P. Wilkerson** will succeed A. O. Buckingham as managing director of Young & Rubicam in London, on July 1. Mr. Wilkerson, who will move to London from New York, was named senior vp in charge of Y&R's international division last year; he was formerly account supervisor on General Foods. Mr. Buckingham, onetime ad director of Cluett Peabody and past president of the Assn. of National Advertisers, has headed Y&R's British operation since 1952 and plans to remain with the office at least until the end of the year as chairman of the executive committee. He has now reached retirement age.

• **Smith-Dorsey Pharmaceutical**, a division of Wander Co., has named Donald F. Fitzsimmons Inc., New York, to handle advertising for a new product.

• **The odds are** that the spot business of the remaining non-network owned stations represented by CBS-TV Spot Sales, which has been ordered out of the representative business by the FCC, will go to a new division of the Branham Co., New York. *Washington Post* stations, WTOP-TV, Washington, and WJXT, Jacksonville; and Jefferson Standard stations, WBTV, Charlotte, and WBTW, Florence, S. C., have given protective cancelation notice to CBS Spot. This will free the stations to join another rep at least a year from now, and they may be able to leave sooner. Arthur Elliot, eastern sales manager of CBS-TV Spot Sales, is expected to head the new Branham division, which will concentrate on big market stations, with Washington, Jacksonville, Charlotte and Dallas (KRLD-TV) as a nucleus.

• **Dorsett Marine** division of Textron Inc., Santa Clara, has named Foote, Cone & Belding, San Francisco, to handle its advertising, replacing Long Advertising, San Jose. Dorsett makes fiberglas boats and markets boat trailers and marine accessories under its own name.

• **Political sales**—Latest sponsor to join the group for coverage of the Democratic and Republican conventions and the election is Burroughs Corp. (Campbell-Ewald), Detroit, which is set to carry half of NBC Radio's coverage. The other half will be sold by affiliates. In for NBC-TV's coverage are Lipton; Brown & Williamson; Goodrich; *Look*, and Field Enterprises, with some time still available. Full sponsor on CBS for both tv and radio, is Westinghouse. Most of ABC's package still is unsold, though 20th Century-Fox has bought one-twelfth.

ABC Reverses Stand on Unpaid Circulation Data

CHICAGO, June 21—By adopting a recommendation of its policy committee to eliminate all reference to unpaid distribution from Audit Bureau of Circulations publisher's statements and audit reports for business publications, the ABC board of directors apparently has done an about-face in connection with its interest in establishing a common auditing bureau or developing a single audit procedure for paid and free circulations.

A rule eliminating all reference to unpaid circulation for business publications will be presented to the ABC board at its next meeting Sept. 8-9 in Cleveland. If the rule is approved unanimously, it will become ABC law.

If the rule is approved only by a majority vote at the September meeting of the board, it must then also receive a majority vote when the board meets Oct. 21-22, in New York, to become ABC law.

■ The new rule knocking out all reporting of free circulation apparently was conceived by ABC's policy committee. Such a recommendation has never been made by any member divisional group of ABC, a source told ADVERTISING AGE.

The latest move by the ABC board apparently rejects a recommendation passed by a joint meeting of the advertiser-agency division at the annual meeting last year (AA, Oct. 26). At this meeting, the group asked ABC that all circulation of business publications be audited and classified by occupational breakdowns.

At present, only the paid circulation of business publications is broken down by occupations. Unpaid circulation is audited, but only the total is listed in publishers' statements.

■ Earlier this year, the ABC board indicated a willingness to sit down and talk with anyone about forming a common auditing bureau or developing a single audit procedure for paid and free circulations (AA, March 28).

The elimination of free circulation figures from ABC business publications statements presumably would eliminate any possibility of a common auditing bureau or of a single audit—at least so far as ABC is concerned.

If the new rule is adopted, the immediate result would be to eliminate the issue-by-issue breakdown of non-paid circulation now appearing on ABC business paper forms. #

Admen Hammered Fight Audience With Ad Barrage

(Continued from Page 2)

well on other fronts. TelePrompTer Corp., which held pay tv rights to the rematch, said that with two-thirds of the pay tv theaters reporting, indications were that 500,000 people paid a total of $2,000,000 to see the closed circuit telecast.

Another 40,000 to 45,000 saw the upset at the Polo Grounds, but only 31,892 of these were paid.

■ Schick Safety Razor, which signed a one-year contract with Mr. Johansson last fall and has been using him in print and tv ads for its Swedish steel blades, has decided to fade the ex-champion from the current schedule. #

Owens Murphy Rosenberger Marsteller

INVITED GUESTS—*Panel at the Reinhold Publishing sales conference consisted of Todd L. Owens, manager of advertising and sales promotion, York division, Borg-Warner Corp.; James W. Murphy, manager of advertising, Allis-Chalmers; R. Forrest Rosenberger, vp, Ketchum, MacLeod & Grove, and William A. Marsteller, board chairman, Marsteller, Rickard, Gebhardt & Reed.*

To Keep Growing, Reinhold Must Expand 18.5% a Year, Hubbard Says

Company Sales Meeting Told of 15-Year Growth, Braked by Recession

NEW YORK, June 22—"If we are to keep on expanding and growing with our present properties at the rate we have in the past 15 years we must expand by about 18.5% a year," Philip H. Hubbard, president of Reinhold Publishing Corp., told the Reinhold magazine and catalog general sales meeting at the Pelham Country Club here today.

Mr. Hubbard, who noted dryly that the "Fabulous '60s" or "soaring '60s" will be fabulous or soaring only for those business paper publishers who do an outstanding editorial job and then interpret it successfully for advertisers and prospects, said a better name might be the "Challenging '60s."

■ Reinhold's immediate problem is that since the recession its progress has been slowed: Business was off in 1958, and the 5.5% gain of 1959 only slightly bettered its 1957 position. Its 1960 budgets call for a 13% increase over 1959, and for the first five months the company is 16.8% ahead of last year in dollar volume—with some properties ahead of budget and some behind. While he thought the company might not hit the 18.5% gain for which he hoped, he thinks the first five months' figures will be improved.

Otherwise, the Reinhold president reviewed the 15 years between the end of the war and today in terms of national economic growth, business paper growth, and company growth. While gross national product was rising 142.1%, business paper advertising was rising 49.8% in pages and 221.3% in dollars. Reinhold did better: its volume, including advertising billing on American Chemical Society publications and its book business, rose 259.7%.

■ During those years Reinhold's number of employes rose from 143 to 283 (97.9%) and its payroll 244.7%. It has been fortunate, Mr. Hubbard said, that its publications were in growth fields, and the company improved its services—expenses rose 261.1% during the period its volume increased 259.7%.

Looking ahead, he noted that gross national product will rise to between $735 and $750 billion by 1970. And inflation might move it to $800 billion. During the next decade, business paper advertising should expand 34% in pages, and 43.5% in dollar volume. For the last 15 years, business paper page volume increased an average of 3.3% a year; for the next decade, the increase is expected to be around 3% a year. Dollar volume is expected to increase more slowly by experts, Mr. Hubbard said, because the rate of rate increases is not predicted to continue at the 1945-60 rate. But the increase of advertising volume in dollars will be greater than the increase in gross national product.

■ The sales meeting heard a panel of advertising managers and agency men weigh space selling techniques. The panel, composed of William Marsteller, Marsteller, Rickard, Gebhardt & Reed, Chicago; R. F. Rosenberger, Ketchum, MacLeod & Grove, Pittsburgh; James W. Murphy, Allis-Chalmers Mfg. Co., Milwaukee, and Todd L. Owens, advertising and sales promotion manager of York division of Borg-Warner Corp., York, Pa., agreed that the best selling comes from salesmen who know their publication, who identify themselves with it, who make appointments, who ask what the objectives of a campaign are and show how their books fit, who are brief and cogent and who are enthusiastic.

Salesmen's faults: Presentations that don't apply to the field, foolish selling approaches ("You're a big company and can afford to use my book," "You have 24 pages in book X, 12 in mine, why?," "You're stupid if you aren't in my book"), clustering sales calls in August, failure to read their issues. Mr. Marsteller applauded Conover-Mast for its decision on extensions, and he expressed the hope that publishers who adopt a no-extension policy won't deviate from it at the request of an advertiser and leave the agency hanging on the limb.

■ H. G. Sawyer, vp of James Thomas Chirurg Co. (soon to be Chirurg & Cairns), covered fairly familiar ground in reporting that editorial evaluation is better than numbers, but added that numbers are more easily dealt with than evaluation. He noted that in his opinion business publications aren't as well read as their publishers think, but he thinks they are well read. He believes publishers must provide inducements for readers to pick up the magazine and work their way through the book, and among the inducements are better cover treatment, indications of content, better presentation, more personality for the publication, better artwork, and better writing.

■ Mr. Sawyer was quite caustic about the writing—"contaminated by the worst writing of any branch of contemporary communications"—and, again, "How is it possible for people who are devoting their careers to the manipulation of the written word to manipulate it so wretchedly?" "Writing is no longer a craft," he observed savagely, "and the writer is no longer a professional."

■ And he had a bad word for advertising—"The decline of writing is to be observed at its furthest point south in the advertisements published in business papers." He said at another point that the editors had a "burden" in the kind of advertising carried by business papers. #

SUPER SALESMEN—*At a coffee break in the Reinhold Publishing sales conference, the AA photographer caught (left to right) William A. Marsteller, board chairman of Marsteller, Rickard, Gebhardt & Reed; C. B. Larrabee, director of Reinhold's American Chemical Society publications, and William K. Beard, ABP president.*

TOP MAN—*Philip H. Hubbard, president of Reinhold Publishing Corp., addresses the company's sales conference. Seated, H. Scott Leonard, ad sales manager of Industrial & Engineering Chemistry, checks his notes.*

Institute for Science in Marketing Urged; Scott Starts Study

MINNEAPOLIS, June 20—Scott Paper Co. proposed last week the formation of a new "Institute for Science in Marketing," aimed at development of new marketing techniques.

The proposal was presented to the American Marketing Assn. at its national convention in a luncheon address by T. B. McCabe Jr., director of marketing services for Scott.

Mr. McCabe said that the Chester, Pa., paper company has retained Albert Frey, AMA president-elect and veteran in conducting studies related to advertising and marketing, to conduct a study to determine the exact nature and scope needed for the institute.

■ Mr. McCabe said that Mr. Frey, former professor now a marketing consultant, will retain "one or more" college faculty people to assist in the study and plans to complete a preliminary report by next fall.

"What is required," Mr. McCabe said, "is the development and improvement of basic research techniques which we can adapt to our own operations. We are, therefore, proposing that a number of companies and associations join together in the establishment of a marketing institute devoted to this cause. This would be an independent institution staffed by top-flight social scientists and mathematicians."

■ He foresaw an institute that would be relatively small, at first, and would concentrate on several major top priority projects, manned with a qualified director and 12 fulltime staff members recruited from universities and industry.

Besides improving marketing technology, institute studies would be made to determine advertising effectiveness. "If each advertising medium has a sales effect, it should be possible to measure that effect," Mr. McCabe said. "As yet, we don't have the methods for doing this adequately." #

Laundry Manufacturers Adopt Advertising Practices Guide

The American Home Laundry Manufacturers' Assn., Chicago, has adopted an advertising guide which is consistent with recently published advertising guides of the Federal Trade Commission. The guide, which resulted from a study of current appliance advertising, has been endorsed by the National Appliance & Radio-TV Dealers Assn. and the Consumer Products division of the National Electrical Manufacturers' Assn.

Copies of the guide, "Recommended Advertising Practices for the Home Laundry Appliance Industry," are being distributed free to appliance manufacturers, appliance dealer groups, better business bureaus, advertising agencies and others. Additional information on the guide may be obtained from American Home Laundry Manufacturers' Assn., 20 N. Wacker Dr., Chicago.

Ad Field Needs Self-Examination Badly: Bernstein

(Continued from Page 2)

rest of us in the advertising barrel." In his opinion, advertising has long had the necessary machinery to regulate its conduct.

However, he believes, existing machinery must be implemented. Advocating individual action, he asserted, "We must be our brother's keeper, whether we want to be or not." Mr. Bernstein said it must be recognized that media are the focal point for the application of effective self-regulation, but they need active support and assistance from advertisers and agencies, "and they are not now getting it."

■ This help can be pressure from advertisers and agencies telling media they do not condone objectionable advertising, and expect something to be done about it. Advertisers can also tell their agencies they do not relish them turning out advertising for other clients that tends to break down the effectiveness of all advertising.

To those who might think this unorthodox and even obnoxious conduct, Mr. Bernstein wondered if we have not lost too much of the "sense of indignation. It is not so much what we do as what we are willing to let other people get away with, that sets the tone of our deportment," he said.

Reviewing the public service activities of advertising people, without which, he said, no sensible appraisal of the value and importance of advertising can be made, Mr. Bernstein said:

"On the local and regional level, advertising men and women are in the forefront of every civic, philanthropic, educational and religious effort, bringing their special skills to bear in creating awareness of needs and inducing more effective action.

■ "On the national level, the Advertising Council has performed remarkable feats of public service in war and in peace . . . Name an important national organization or an important national cause or an activity whose needs have not been publicized through the enormous facilities of this magnificent mechanism which the advertising business has created for the public service.

"Every one of us has a right to be proud of advertising's activities in this direction." #

Chicago Women's Adclub Elects Leona Murphy President

Mrs. Leona Murphy, media director of Stoetzel & Associates, has been elected president of the Women's Advertising Club of Chicago.

Leona Murphy

Other new officers include Robert Miller, assistant to the vp in charge of advertising, John Plain & Co., 1st vp; Clare Clowes, manager of college and school advertising, *Chicago Daily News*, 2nd vp; Sarah Lee Gerrish, midwest editor, *Modern Packaging*, 3rd vp; Frances Keyes, supervisor of media, Leo Burnett Co., recording secretary; Clymenia Martin, administrative assistant, United Air Lines, corresponding secretary, and Ruth Barr, treasurer of Russell T. Gray Inc., treasurer.

TOUR—*Midwest advertising execs off on the annual San Francisco Chronicle June market tour (co-sponsored by Sawyer-Ferguson-Walker, its rep) were (bottom to top, front row) Joe Wall, S-F-W; Jim Blocki, Kraft Foods; General Carlos Romulo, Philippines ambassador to the U.S. (co-incidentally on the same flight); Ralph Watts, Stokely-Van Camp; Bob Jones, Campbell-Mithun; Keith Shaeffer, Young & Rubicam; (bottom to top, back row) Hugo Magnuson, Lee Bishop and J. H. Sawyer, S-F-W; Gordon Young, Procter & Gamble; Bob Inman, Maxon; Jerry Jehle, S-F-W, and Seymour Banks, Leo Burnett Co.*

CBS Walks Off With Lion's Share of Emmys

NEW YORK, June 21—The Procter & Gamble and Greyhound-sponsored 12th annual Emmy awards telecast was seen last night on NBC, but CBS walked home with most of the honors—including a special trustees award for the Columbia Broadcasting System's president, Frank Stanton.

Mr. Stanton, who was cited by the National Academy of Television Arts & Sciences for his efforts to extend free speech and free press concepts to broadcasting, did not have any speech—free or otherwise—for the tv audience. If he as much as said "thank you," when Arthur Godfrey made the presentation, it was not audible to the home audience.

■ Other Emmys collected by CBS shows and performers:

Variety program—"Fabulous Fifties" (General Electric).

Drama program—"Playhouse 90" (various sponsors).

Public affairs and educational program—"Twentieth Century" (Prudential Insurance Co.).

Actress in a series—Jane Wyatt in "Father Knows Best" (Lever, Scott).

Variety or musical show performance—Harry Belafonte in "Tonight with Belafonte" (Revlon).

Drama writing—Rod Serling in "Twilight Zone" (General Foods, Kimberly-Clark).

Comedy writing—Sam Perrin, George Balzer, Al Gordon, Hal Goldman of the "Jack Benny Show" (Lever Bros.).

Documentary writing—Howard K. Smith and Av Westin in "The Population Explosion" (Bell & Howell, B. F. Goodrich).

Comedy direction—Ralph Levy and Buddy Yorkin for "Jack Benny Hour" (Greyhound, Gruen).

Music show—Leonard Bernstein and the New York Philharmonic (Shell and Ford).

Art direction and scenic design—Frank Smith and Ralph Berger on "The Untouchables" as a Desilu Playhouse special (Westinghouse).

Cinematography for television—Charles Straumer in "The Untouchables" special.

Electronic camera work—Winter Olympics (several sponsors).

■ NBC winners were:

Humor program—Art Carney in "VIP Special" (United Motors Service division, A. C. Spark Plug division, GM).

News show—"Huntley-Brinkley Report" (Texaco).

Single performance by an actor—Laurence Olivier in "The Moon & Sixpence" (RCA and Renault).

Single performance by an actress—Ingrid Bergman in "The Turn of the Screw" (Ford).

Drama directing—Robert Mulligan in "The Moon & Sixpence."

■ The weekly "Untouchables" series, which is sponsored by several advertisers on ABC, collected two awards: its star, Robert Stack, won for best performance by an actor in a series, and its film editors, Ben H. Ray and Robert L. Swanson, won in their category.

Winner in the children's category was "Huckleberry Hound," which is syndicated by Kellogg Co. An engineering and technical achievement award went to the new General Electric supersensitive camera tube permitting color-cast in no more light than needed for black and white. #

*SWINGLES are swinging jingles that SELL! They're created exclusively for you by the Jingle Mill to move your product or win loyalty for your station.

SWINGLES are so good, 800 top advertisers and stations have bought over 10,000 of them, with a 98% re-order record.

Put this record to work for you. Write, wire or call.

THE JINGLE MILL

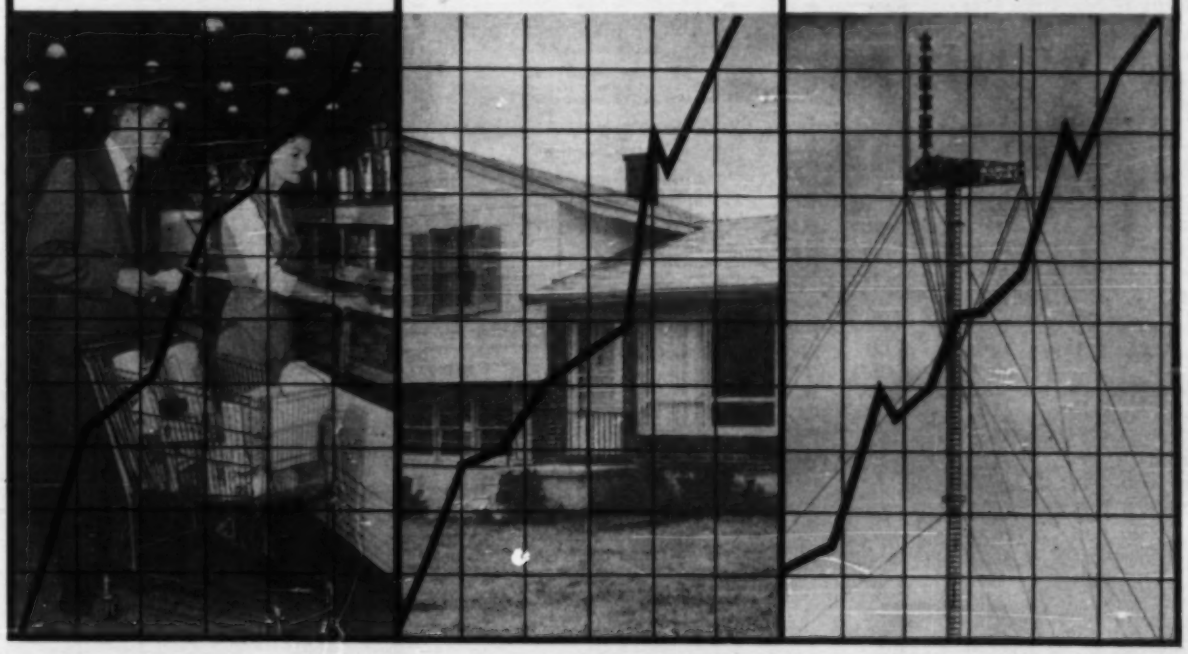
342 W. 51st St., N.Y. 19, N.Y. • Plaza 7-5730

WMAR-TV DELIVERS MORE IN BALTIMORE'S THREE-STATION MARKET!

MORE ADULT VIEWERS*
MORE quarter-hour firsts—ratings**

MORE HOMES VIEWING*
MORE quarter-hour firsts—homes**

MORE HOMES POTENTIAL***
856,900
WMAR-TV HOMES POTENTIAL
COMPARE { Station B-757,500 homes
Station C-768,700 homes



*ARB —March, 1960—Based on aggregate of all quarter-hours for one week, sign-on to midnight, where audience composition is given for all three Baltimore TV stations.
**NIELSEN —May, 1960—Aggregate for all quarter-hours in one week (4-week average), sign-on to midnight, when all three Baltimore TV stations were on the air.
***ARB —March-April, 1960

In Maryland Most People Watch WMAR-TV!

WMAR-TV
SUNPAPERS TELEVISION
Baltimore 3, Maryland
Represented Nationally by THE KATZ AGENCY, Inc.

CBS
CHANNEL 2

1950-'60 Population Changes for 189 Metropolitan Areas

Census Bureau Data Show Nearly Two-Thirds of Total U. S. Population Growth in Decade Occurs in Portions of Standard Metropolitan Areas Outside of Central Cities

Standard Metropolitan Statistical Area	1960	1950	Increase Number	Increase Percent
Total, 189 areas	108,672,660	87,579,138	21,293,522	24.3
In central cities	55,617,613	51,396,698	4,220,915	8.2
Outside central cities	53,255,047	36,182,440	17,072,607	47.2
Akron, Ohio	509,403	410,032	99,371	24.2
Akron	287,592	274,605	12,987	4.7
Outside central city	221,811	135,427	86,384	63.8
Albany-Schenectady-Troy, N.Y.	648,865	589,359	59,506	10.1
Albany	125,641	134,995	-9,354	-6.9
Schenectady	81,284	91,785	-10,501	-11.4
Troy	69,938	72,311	- 2,373	-3.3
Outside central cities	372,002	290,268	81,734	28.2
Albuquerque, New Mexico	260,318	145,673	114,645	78.7
Albuquerque	198,856	96,815	102,041	105.4
Outside central city	61,462	48,858	12,604	25.8
Allentown-Bethlehem-Easton-Pa.-N.J.	490,723	437,824	52,899	12.1
Allentown	108,551	106,756	1,795	1.7
Bethlehem	75,055	66,340	8,715	13.1
Easton	31,872	35,632	-3,760	-10.6
Outside central cities	275,245	229,096	46,149	20.1
Altoona, Pennsylvania	136,026	139,514	-3,488	-2.5
Altoona	69,083	77,177	-8,094	-10.5
Outside central city	66,943	62,337	4,606	7.4
Amarillo, Texas	148,505	87,140	61,365	70.4
Amarillo	137,083	74,246	62,837	84.6
Outside central city	11,422	12,894	-1,472	-11.4
Anderson, Indiana	125,326	103,911	21,415	20.6
Anderson	48,857	46,820	2,037	4.4
Outside central city	76,469	57,091	19,378	33.9
Ann Arbor, Michigan	171,278	134,606	36,672	27.2
Ann Arbor	66,779	48,251	18,528	38.4
Outside central city	104,499	86,355	18,144	21.0
Asheville, North Carolina	127,357	124,403	2,954	2.4
Asheville	58,737	53,000	5,737	10.8
Outside central city	68,620	71,403	-2,783	-3.9
Atlanta, Georgia	1,014,349	726,989	287,360	39.5
Atlanta	485,425	331,314	154,111	46.5
Outside central city	528,924	395,675	133,249	33.7
Atlantic City, New Jersey	157,139	132,399	24,740	18.7
Atlantic City	58,006	61,657	-3,651	-5.9
Outside central city	99,133	70,742	28,391	40.1
Augusta, Georgia-South Carolina	214,107	162,013	52,094	32.2
Augusta	69,368	71,508	-2,140	-3.0
Outside central city	144,739	90,505	54,234	59.9
Austin, Texas	211,292	160,980	50,312	31.3
Austin	185,967	132,459	53,508	40.4
Outside central city	25,325	28,521	-3,196	-11.2
Bakersfield, California	293,473	228,309	65,164	28.5
Bakersfield	56,145	34,784	21,361	61.4
Outside central city	237,328	193,525	43,803	22.6
Binghamton, New York	211,374	184,698	26,676	14.4
Binghamton	75,135	80,674	-5,539	-6.9
Outside central city	136,239	104,024	32,215	31.0
Birmingham, Alabama	628,682	558,928	69,754	12.5
Birmingham	338,569	326,037	12,532	3.8
Outside central city	290,113	232,891	57,222	24.6
Boston, Massachusetts	2,561,450	2,410,372	150,878	6.3
Boston	677,626	801,444	-123,818	-15.4
Outside central city	1,883,824	1,609,128	274,696	17.1
Bridgeport, Connecticut	333,773	273,723	60,050	21.9
Bridgeport	156,162	156,709	-2,547	-1.6
Outside central city	177,611	115,014	62,597	54.4
Brockton, Massachusetts	148,728	119,728	29,000	24.2
Brockton	72,472	62,860	9,612	15.3
Outside central city	76,256	56,868	19,388	34.1
Buffalo, New York	1,304,561	1,089,230	215,351	19.8
Buffalo	528,387	580,132	-51,745	-8.9
Outside central city	776,194	509,098	267,096	52.5
Canton, Ohio	337,956	283,194	54,762	19.3
Canton	112,750	116,912	-4,162	-3.6
Outside central city	225,206	166,282	58,924	35.4
Cedar Rapids, Iowa	133,359	104,272	29,085	27.9
Cedar Rapids	90,623	72,296	18,327	25.3
Outside central city	42,736	31,978	10,758	33.6
Champaign-Urbana, Illinois	132,152	106,100	26,052	24.6
Champaign	48,176	39,563	8,613	21.8
Urbana	27,042	22,834	4,208	18.4
Outside central cities	56,934	43,703	13,231	30.3
Charleston, South Carolina	206,891	164,856	42,035	25.5
Charleston	60,182	70,174	-9,992	-14.2
Outside central city	146,709	94,682	52,027	54.9
Charleston, West Virginia	250,752	239,629	11,123	4.6
Charleston	85,132	73,501	11,631	15.8
Outside central city	165,620	166,128	-508	-0.3
Charlotte, North Carolina	270,951	197,052	73,899	37.5
Charlotte	200,878	134,042	66,836	49.9
Outside central city	70,073	63,010	7,063	11.2
Chattanooga-Tennessee-Georgia	279,244	246,453	32,791	13.3
Chattanooga	127,709	131,041	-3,332	-2.5
Outside central city	151,535	115,412	36,123	31.3
Chicago, Illinois	6,150,532	5,177,868	972,664	18.8
Chicago	3,492,945	3,620,962	-128,017	-3.5
Outside central city	2,657,587	1,556,906	1,100,681	70.7
Cincinnati, Ohio-Kentucky	1,059,026	904,402	154,624	17.1
Cincinnati	487,462	503,998	-16,536	-3.3
Outside central city	571,564	400,404	171,160	42.7
Cleveland, Ohio	1,780,263	1,465,511	314,752	21.5
Cleveland	869,867	914,808	-44,941	-4.9
Outside central city	910,396	550,703	359,693	65.3
Columbia, South Carolina	257,961	186,844	71,117	38.1
Columbia	98,690	86,914	11,776	13.5
Outside central city	159,271	99,930	59,341	59.4
Columbus, Georgia-Alabama	216,155	170,541	45,614	26.7
Columbus	115,741	79,611	36,130	45.4
Outside central city	100,414	90,930	9,484	10.4
Columbus, Ohio	676,642	503,410	173,232	34.4
Columbus	465,151	375,901	89,250	23.7
Outside central city	211,491	127,509	83,982	65.9
Corpus Christi, Texas	219,002	165,471	53,531	32.4
Corpus Christi	165,698	108,287	57,411	53.0
Outside central city	53,304	57,184	-3,880	-6.8
Dallas, Texas	1,073,661	743,501	330,160	44.4
Dallas	672,117	434,462	237,655	54.7
Outside central city	401,544	309,039	92,505	29.9
Davenport-Rock Island-Moline, Iowa-Ill.	267,641	234,256	33,385	14.3
Davenport	88,738	74,549	14,189	19.0
Rock Island	50,906	48,710	2,196	4.5
Moline	42,860	37,397	5,463	14.6
Outside central cities	85,137	73,600	11,537	15.7
Dayton, Ohio	689,676	518,642	171,034	33.0
Dayton	258,196	243,872	14,324	5.9
Outside central city	431,480	274,770	156,710	57.0
Decatur, Illinois	117,902	98,853	18,449	18.7
Decatur	77,302	66,269	11,033	16.6
Outside central city	40,000	32,584	7,416	22.8
Denver, Colorado	923,161	612,128	311,033	50.8
Denver	489,217	415,786	73,431	17.7
Outside central city	433,944	196,342	237,602	121.0
Des Moines, Iowa	262,698	226,010	36,688	16.2
Des Moines	207,054	177,965	29,089	16.3
Outside central city	55,644	48,045	7,599	15.8
Detroit, Michigan	3,761,220	3,016,197	745,023	24.7
Detroit	1,672,574	1,849,568	-176,994	-9.6
Outside central city	2,088,646	1,166,629	922,017	79.0
Dubuque, Iowa	79,761	71,337	8,424	11.8
Dubuque	56,359	49,671	6,688	13.5
Outside central city	23,402	21,666	1,736	8.0
Duluth-Superior, Minn.-Wisconsin	272,992	252,777	20,215	8.0
Duluth	104,528	104,511	17	-
Superior	33,019	35,325	-2,306	-6.5
Outside central cities	135,445	112,941	22,504	19.9
Durham, North Carolina	112,447	101,639	10,808	10.6
Durham	77,772	71,311	6,461	9.1
Outside central city	34,675	30,328	4,347	14.3
El Paso, Texas	310,690	194,968	115,722	59.4
El Paso	272,239	130,485	141,754	108.6
Outside central city	38,451	64,483	-26,032	-40.4
Erie, Pennsylvania	246,459	219,388	27,071	12.3
Erie	135,057	130,803	4,254	3.3
Outside central city	111,402	88,585	22,817	25.8
Evansville, Indiana-Kentucky	196,615	191,137	5,478	2.9
Evansville	140,474	128,636	11,138	9.2
Outside central city	56,141	62,501	-6,360	-10.2
Fall River, Mass.-Rhode Island	137,403	137,298	105	0.1
Fall River	99,420	111,963	-12,543	-11.2
Outside central city	37,983	25,335	12,648	49.9
Fitchburg-Leominster, Massachusetts	80,668	74,943	5,725	7.6
Fitchburg	42,910	42,691	219	0.5
Leominster	27,663	24,075	3,588	14.9
Outside central cities	10,095	8,177	1,918	23.5
Flint, Michigan	370,200	270,963	99,237	36.6
Flint	194,940	163,143	31,797	19.5
Outside central city	175,260	107,820	67,440	62.5
Fort Smith, Arkansas	66,003	64,202	1,801	2.8
Fort Smith	52,393	47,942	4,451	9.3
Outside central city	13,610	16,260	-2,650	-16.3
Fort Wayne, Indiana	230,533	183,722	46,811	25.5
Fort Wayne	160,883	133,607	27,276	20.4
Outside central city	69,650	50,115	19,535	39.0
Fort Worth, Texas	568,484	392,643	175,841	44.8
Fort Worth	353,388	278,778	74,610	26.8
Outside central city	215,096	113,865	101,231	88.9
Fresno, California	365,840	276,515	89,325	32.3
Fresno	133,062	91,669	41,393	45.2
Outside central city	232,778	184,846	47,932	25.9
Gadsden, Alabama	96,106	93,892	2,214	2.4
Gadsden	57,409	55,725	1,684	3.0
Outside central city	38,697	38,167	530	1.4
Galveston, Texas	138,196	113,066	25,130	22.2
Galveston	65,662	66,568	-906	-1.4
Outside central city	72,534	46,498	26,036	56.0
Gary-Hammond-East Chicago, Indiana	575,010	408,228	166,782	40.9
Gary	177,913	133,911	44,002	32.9
Hammond	111,528	87,594	23,934	27.3
East Chicago	57,177	54,263	2,914	5.4
Outside central cities	228,392	132,460	95,932	72.4
Grand Rapids, Michigan	361,145	288,292	72,853	25.3
Grand Rapids	175,741	176,515	-774	-0.4
Outside central city	185,404	111,777	73,627	66.0
Green Bay, Wisconsin	123,922	98,314	25,608	26.0
Green Bay	62,653	52,735	9,918	18.8
Outside central city	61,269	45,579	15,690	34.4
Greensboro-High Point, North Carolina	243,790	191,057	52,733	27.6
Greensboro	119,283	74,389	44,894	60.4
High Point	61,456	39,973	21,483	53.7
Outside central cities	63,051	76,695	-13,644	-17.8
Greenville, South Carolina	208,860	168,152	40,708	24.2
Greenville	65,635	58,161	7,474	12.9
Outside central city	143,225	109,991	33,234	30.2
Hamilton-Middletown, Ohio	199,248	147,203	52,045	35.4
Hamilton	73,743	57,951	15,792	27.3
Middletown	41,953	33,695	8,258	24.5
Outside central cities	83,552	55,557	27,995	50.4
Harrisburg, Pennsylvania	342,039	292,241	49,798	10.7
Harrisburg	78,869	89,544	-10,675	-11.9
Outside central city	263,170	202,697	41,897	20.7
Hartford, Connecticut	521,810	406,534	115,276	28.4
Hartford	160,467	177,397	-16,930	-9.5
Outside central city	361,343	229,137	132,206	57.7
Honolulu, Hawaii	488,625	353,020	135,605	38.4
Honolulu	289,864	248,034	41,830	16.9
Outside central city	198,761	104,986	93,775	89.3
Houston, Texas	1,232,179	806,701	425,478	52.7
Houston	929,991	596,163	333,828	56.0
outside central city	302,188	210,538	91,650	43.5
Huntington-Ashland, W.Va.-Ky.-Ohio	245,071	245,795	-724	-0.3
Huntington	76,242	86,353	-10,111	-11.7
Ashland	31,150	31,131	19	0.1
Outside central cities	137,179	128,311	8,868	6.9
Indianapolis, Indiana	690,212	551,777	138,435	25.1
Indianapolis	470,464	427,173	43,291	10.1
Outside central city	219,748	124,604	95,144	76.4
Jackson, Michigan	130,925	107,925	23,000	21.3
Jackson	50,244	51,088	-844	-1.7
Outside central city	80,681	56,837	23,844	42.0
Jackson, Mississippi	186,572	142,164	44,408	31.2
Jackson	143,960	98,271	45,689	46.5
Outside central city	42,612	43,893	-1,281	-2.9
Jacksonville, Florida	450,616	304,029	146,587	48.2
Jacksonville	197,948	204,517	-6,569	-3.2
Outside central city	252,668	99,512	153,156	15.4
Jersey City, New Jersey	602,340	647,437	-45,097	-7.0
Jersey City	269,621	299,017	-29,396	-9.8
Outside central city	332,719	348,420	-15,701	-4.5
Johnstown, Pennsylvania	279,603	291,354	-11,751	-4.0
Johnstown	53,636	63,232	-9,596	-15.2
Outside central city	225,967	228,122	-2,155	-0.9
Kalamazoo, Michigan	168,575	126,707	41,868	33.0
Kalamazoo	81,333	57,704	23,629	40.9
Outside central city	87,242	69,003	18,239	26.4
Kansas City, Missouri-Kansas	1,061,794	814,357	247,437	30.4
Kansas City	502,557	456,622	45,935	10.1
Outside central city	559,237	357,735	201,502	56.3
Kenosha, Wisconsin	98,327	75,238	23,089	30.7
Kenosha	66,381	54,368	12,013	22.1
Outside central city	31,946	20,870	11,076	53.1
Knoxville, Tennessee	364,665	337,105	27,560	8.2
Knoxville	110,089	124,769	-14,680	-11.8
Outside central city	254,576	212,336	42,240	19.9
Lancaster, Pennsylvania	272,899	234,717	38,182	16.3
Lancaster	59,420	63,774	-4,354	-6.8
Outside central city	213,479	170,943	42,536	24.9
Lansing, Michigan	299,306	244,159	55,147	22.6
Lansing	108,128	92,129	15,999	17.4
Outside central city	191,178	152,030	39,148	25.8
Laredo, Texas	64,847	56,141	8,706	15.5
Laredo	60,912	51,910	9,002	17.3
Outside central city	3,935	4,231	-296	-7.0
Lawrence-Haverhill, Mass.-New Hampshire	187,678	182,442	5,236	2.9
Lawrence	70,550	80,536	-9,986	-12.4
Haverhill	45,836	47,280	-1,444	-3.1
Outside central cities	71,292	54,626	16,666	30.5
Lewiston-Auburn, Maine	68,479	68,426	53	0.1
Lewiston	39,730	40,974	-1,244	-3.0
Auburn	24,325	23,134	1,191	5.1
Outside central cities	4,424	4,318	106	2.5
Lexington, Kentucky	129,757	100,746	29,011	28.8
Lexington	62,294	55,534	6,760	12.2
Outside central cities	67,463	45,212	22,251	49.2
Lima, Ohio	102,785	88,183	14,602	16.6
Lima	49,203	50,246	-1,043	-2.1
Outside central city	53,582	37,937	15,645	41.2
Lincoln, Nebraska	154,027	119,742	34,285	28.6
Lincoln	127,433	98,884	28,549	28.9
Outside central city	26,594	20,858	5,736	27.5
Little Rock-North Little Rock, Ark.	239,480	196,685	42,795	21.8
Little Rock	105,747	102,213	3,534	3.5
North Little Rock	57,211	44,097	13,114	29.7
Outside central cities	76,522	50,375	26,147	51.9
Lorain-Elyria, Ohio	215,822	148,162	67,660	45.7
Lorain	68,080	51,202	16,878	33.0
Elyria	43,445	30,307	13,138	43.3
Outside central cities	104,297	66,653	37,644	56.5
Los Angeles-Long Beach, Calif.	6,690,069	4,367,911	2,322,158	53.2
Los Angeles	2,448,018	1,970,358	477,660	24.2
Long Beach	323,996	250,767	73,229	29.2
Outside central cities	3,918,055	2,146,786	1,771,269	82.5
Louisville, Kentucky-Indiana	718,028	576,900	141,128	24.5
Louisville	385,688	369,129	16,559	4.5
Outside central city	332,340	207,771	124,569	60.0
Lowell, Massachusetts	157,285	135,987	21,298	15.7
Lowell	91,609	97,249	-5,640	-5.8
Outside central city	65,676	38,738	26,938	69.5
Lubbock, Texas	155,485	101,048	54,437	53.9
Lubbock	128,068	71,747	56,321	78.5
Outside central city	27,417	29,301	-1,884	-6.4
Lynchburg, Virginia	110,085	96,936	13,149	13.6
Lynchburg	54,415	47,727	6,688	14.0
Outside central city	55,670	49,209	6,461	13.1
Macon, Georgia	178,952	135,043	43,909	32.5
Macon	68,860	70,252	-1,392	-2.0
Outside central city	110,092	64,791	45,301	69.9
Madison, Wisconsin	221,994	169,357	52,637	31.1
Madison	126,301	96,056	30,245	31.5
Outside central city	95,693	73,301	22,392	30.5
Manchester, New Hampshire	92,897	88,370	4,527	5.1
Manchester	87,152	82,732	4,420	5.3
Outside central city	5,745	5,638	107	1.9
Memphis, Tennessee	617,773	482,393	135,380	28.1
Memphis	491,691	396,000	95,691	24.2
Outside central city	126,082	86,393	39,689	45.9
Miami, Florida	917,851	495,084	422,767	85.4
Miami	282,600	249,276	33,324	13.4
Outside central city	635,251	245,808	389,443	158.4
Milwaukee, Wisconsin	1,186,875	956,948	229,927	24.0
Milwaukee	734,788	637,392	97,396	15.3
Outside central city	452,087	319,556	132,531	41.5
Minneapolis-St. Paul, Minnesota	1,477,080	1,151,053	326,027	28.3
Minneapolis	481,026	521,718	-40,692	-7.8
St. Paul	313,209	311,349	1,860	0.6
Outside central cities	682,845	317,986	364,859	114.7
Mobile, Alabama	312,986	231,105	81,881	35.4
Mobile	191,640	129,009	62,631	48.5
Outside central city	121,346	102,096	19,250	18.9
Montgomery, Alabama	168,525	138,965	29,560	21.3
Montgomery	133,874	106,525	27,349	25.7
Outside central city	34,651	32,440	2,211	6.8
Muncie, Indiana	110,230	90,252	19,978	22.1
Muncie	67,966	58,479	9,487	16.2
Outside central city	42,264	31,773	10,491	33.0
Muskegon-Muskegon Heights, Michigan	148,821	121,545	27,276	22.4
Muskegon	45,819	48,429	-2,610	-5.4
Muskegon Heights	19,552	18,828	724	3.8
Outside central cities	83,450	54,288	29,162	53.7
Nashville, Tennessee	391,968	321,758	70,210	21.8
Nashville	165,406	174,307	-8,901	-5.1
Outside central city	226,562	147,451	79,111	53.7
New Bedford, Massachusetts	141,256	141,984	-728	-0.5
New Bedford	100,749	109,189	-8,440	-7.7
Outside central city	40,507	32,795	7,712	23.5
New Britain, Connecticut	128,467	104,251	24,216	23.2
New Britain	81,569	73,726	7,843	10.6
Outside central city	46,898	30,525	16,373	53.6
New Haven, Connecticut	308,654	269,714	38,940	14.4
New Haven	148,923	164,443	-15,520	-9.4
Outside central city	159,731	105,271	54,460	51.7
New Orleans, Louisiana	860,205	685,405	174,600	25.5
New Orleans	620,979	570,445	50,534	8.9
Outside central city	239,226	114,960	124,066	107.9
New York, New York	10,545,300	9,555,943	989,357	10.4
New York	7,660,000	7,891,957	-231,957	-2.9

Standard Metropolitan Statistical Area	1960	1950	Increase Number	Increase Percent
Outside central city	2,885,300	1,663,986	1,221,314	73.4
Newark, New Jersey	1,726,862	1,468,458	258,404	17.6
Newark	396,252	438,776	-42,524	-9.7
Outside central city	1,330,610	1,029,682	300,928	29.2
Newport News-Hampton, Virginia	222,984	154,977	68,007	43.9
Newport News	112,639	42,358	70,281	165.9
Hampton	88,890	5,966	82,924	1389.9
Outside central cities	21,455	106,653	-85,198	-79.9
Norfolk-Portsmouth, Virginia	537,618	446,200	91,418	20.5
Norfolk	272,908	213,513	59,395	27.8
Portsmouth	106,884	80,039	26,845	33.5
Outside central cities	157,826	152,648	5,178	3.4
Ogden, Utah	110,762	83,319	27,443	32.9
Ogden	70,394	57,112	13,282	23.3
Outside central city	40,368	26,207	14,161	54.0
Oklahoma City, Oklahoma	562,707	392,439	110,268	28.1
Oklahoma City	317,542	243,504	74,038	30.4
Outside central city	185,165	148,935	36,230	24.3
Omaha, Nebraska-Iowa	456,458	366,395	90,063	24.6
Omaha	300,674	251,117	49,557	19.7
Outside central city	155,784	115,278	40,506	35.1
Orlando, Florida	317,412	141,833	175,579	123.8
Orlando	86,880	52,367	34,513	65.9
Outside central city	230,532	89,466	141,066	157.7
Paterson-Clifton-Passaic, New Jersey	1,180,186	876,232	303,954	34.7
Paterson	141,389	139,336	2,049	1.5
Clifton	81,696	64,511	17,185	26.6
Passaic	53,770	57,702	-3,932	-6.8
Outside central cities	903,335	614,683	288,652	47.0
Pensacola, Florida	202,446	131,260	71,186	54.2
Pensacola	56,548	43,479	13,069	30.1
Outside central city	145,898	88,781	57,117	64.3
Peoria, Illinois	287,189	250,512	36,676	14.6
Peoria	102,751	111,856	-9,105	-8.1
Outside central city	184,437	138,656	45,781	33.0
Philadelphia, Pa.-New Jersey	4,081,827	3,671,048	410,779	11.2
Philadelphia	1,959,966	2,071,605	-111,639	-5.4
Outside central city	2,121,861	1,599,443	522,418	32.7
Phoenix, Arizona	652,032	331,770	320,262	96.5
Phoenix	430,459	106,818	323,641	303.0
Outside central city	221,573	224,952	-3,379	-1.5
Pittsburgh, Pennsylvania	2,394,623	2,213,236	181,387	8.2
Pittsburgh	600,684	676,806	-76,122	-11.2
Outside central city	1,793,939	1,536,430	257,509	16.8
Pittsfield, Massachusetts	71,568	66,567	5,001	7.5
Pittsfield	57,223	53,348	3,875	7.3
Outside central city	14,345	13,219	1,126	8.5
Portland, Maine	122,128	119,942	2,186	1.8
Portland	74,136	77,634	- 3,498	-4.5
Outside central city	47,992	42,308	5,684	13.4
Portland, Oregon-Washington	815,745	704,829	110,916	15.7
Portland	370,339	373,628	-3,289	-0.9
Outside central city	445,406	331,201	114,205	34.5
Providence-Pawtucket, R.I.-Mass.	814,028	760,202	53,826	7.1
Providence	206,728	248,674	-41,946	-16.9
Pawtucket	80,492	81,436	-944	-1.2
Outside central cities	526,908	430,092	96,716	22.5
Pueblo, Colorado	117,547	90,188	27,359	30.3
Pueblo	90,440	63,685	26,755	42.0
Outside central city	27,107	26,503	604	2.3
Racine, Wisconsin	140,745	109,585	31,160	28.4
Racine	88,656	71,193	17,463	24.5
Outside central city	52,089	38,392	13,697	35.7
Raleigh, North Carolina	168,815	136,450	32,365	23.7
Raleigh	93,097	65,679	27,418	41.7
Outside central city	75,718	70,771	4,947	7.0
Reading, Pennsylvania	271,828	255,740	16,088	6.3
Reading	96,462	109,320	-12,858	-11.8
Outside central city	175,366	146,420	28,946	19.8
Richmond, Virginia	406,053	328,050	78,003	23.8
Richmond	218,028	230,310	-12,282	-5.3
Outside central city	188,025	97,740	90,285	92.4
Roanoke, Virginia	157,560	133,407	24,153	18.1
Roanoke	96,098	91,921	4,177	4.5
Outside central city	61,462	41,486	19,976	48.2
Rochester, New York	562,777	487,632	95,145	19.5
Rochester	316,074	332,488	-16,414	-4.9
Outside central city	266,703	155,144	111,559	71.9
Rockford, Illinois	208,678	152,385	56,293	36.9
Rockford	125,955	92,927	33,028	35.5
Outside central city	82,723	59,458	23,265	39.1
Sacramento, California	500,719	277,140	233,579	80.7
Sacramento	190,699	137,572	53,127	38.6
Outside central city	310,020	139,568	170,452	122.1
Saginaw, Michigan	189,229	153,515	35,714	23.3
Saginaw	97,031	92,918	4,113	4.4
Outside central city	92,198	60,597	31,601	52.1
St. Joseph, Missouri	89,176	96,826	-7,650	-7.9
St. Joseph	78,370	78,588	-218	-0.3
Outside central city	10,806	18,238	-7,432	-40.8
St. Louis, Missouri-Illinois	2,040,188	1,719,288	320,900	18.7
St. Louis	740,424	856,796	-116,372	-13.6
Outside central city	1,299,764	862,492	437,272	50.7
Salt Lake City, Utah	380,787	274,895	105,892	38.5
Salt Lake City	188,197	182,121	6,076	3.3
Outside central city	192,590	92,774	99,816	107.6
San Angelo, Texas	63,415	58,929	4,486	7.6
San Angelo	57,811	52,093	5,718	11.0
Outside central city	5,604	6,836	-1,232	-18.0
San Antonio, Texas	683,262	500,460	182,802	36.5
San Antonio	584,471	408,442	176,029	43.1
Outside central city	98,791	92,018	6,773	7.4
San Bernardino-Riverside-Ontario, Cal.	801,084	451,688	349,396	77.4
San Bernardino	91,728	63,058	28,670	45.5
Riverside	83,714	46,764	36,950	79.0
Ontario	46,407	22,872	23,535	102.9
Outside central cities	579,235	318,994	260,241	81.6
San Diego, California	1,003,522	556,808	446,714	80.2
San Diego	547,294	334,387	212,907	63.7
Outside central city	456,228	222,421	233,807	105.1
San Francisco-Oakland, Calif.	2,721,045	2,240,767	480,278	21.4
San Francisco	715,609	775,357	-59,748	-7.7
Oakland	361,082	384,575	-23,493	-6.1
Outside central cities	1,644,354	1,080,835	563,519	52.1
San Jose, California	639,615	290,547	349,068	120.1
San Jose	202,571	95,280	107,291	112.6
Outside central city	437,044	195,267	241,777	123.8
Santa Barbara, California	167,883	98,220	69,663	70.9
Santa Barbara	58,259	44,854	13,405	29.9
Outside central city	109,624	53,366	56,258	105.4
Savannah, Georgia	186,161	151,481	34,680	22.9
Savannah	147,378	119,638	27,740	23.2
Outside central city	38,783	31,843	6,940	21.8
Scranton, Pennsylvania	232,702	257,396	-24,694	-9.6
Scranton	109,891	125,536	-15,645	-12.5
Outside central city	122,811	131,860	-9,049	-6.9
Seattle, Washington	1,096,778	844,572	252,206	29.9
Seattle	550,525	467,591	82,934	17.7
Outside central city	546,253	376,981	169,272	44.9
Shreveport, Louisiana	280,232	216,686	63,546	29.3
Shreveport	163,777	127,206	36,571	28.7
Outside central city	116,455	89,480	26,975	30.1
Sioux City, Iowa	107,777	103,917	3,860	3.7
Sioux City	89,168	83,991	5,177	6.2
Outside central city	18,609	19,926	-1,317	-6.6
Sioux Falls, South Dakota	85,310	70,910	14,400	20.3
Sioux Falls	65,013	52,696	12,317	23.4
Outside central city	20,297	18,214	2,089	11.4
South Bend, Indiana	237,874	205,058	32,816	16.0
South Bend	132,100	115,911	16,189	14.0
Outside central city	105,774	89,147	16,627	18.7
Spokane, Washington	277,745	221,561	56,184	25.4
Spokane	179,729	161,721	18,008	11.1
Outside central city	98,016	59,840	38,176	63.8
Springfield, Illinois	146,096	131,484	14,612	11.1
Springfield	83,001	81,628	1,373	1.7
Outside central city	63,095	49,856	13,239	26.6
Springfield, Missouri	125,376	104,823	20,553	19.6
Springfield	95,764	66,731	29,033	43.5
Outside central city	29,612	38,092	-8,480	-22.3
Springfield, Ohio	130,701	111,661	19,040	17.1
Springfield	82,075	78,508	3,567	4.5
Outside central city	48,626	33,153	15,473	46.7
Springfield-Holyoke, Massachusetts	475,211	413,494	61,717	14.9
Springfield	173,736	162,399	11,337	7.0
Holyoke	52,225	54,661	-2,436	-4.5
Outside central cities	249,250	196,434	52,816	26.9
Stamford, Connecticut	174,146	134,896	39,250	29.1
Stamford	89,956	74,293	15,663	21.1
Outside central city	84,190	60,603	23,587	38.9
Steubenville-Weirton, Ohio-W. Va.	168,203	157,787	10,416	6.6
Steubenville	33,019	35,872	-2,853	-8.0
Weirton	28,006	24,005	4,001	16.7
Outside central cities	107,178	97,910	9,268	9.5
Stockton, California	248,622	200,750	47,872	23.8
Stockton	85,452	70,853	14,599	20.6
Outside central city	163,170	129,897	33,273	25.6
Syracuse, New York	562,499	465,114	97,385	20.9
Syracuse	215,291	220,583	-5,292	-2.4
Outside central city	347,208	244,531	102,677	42.0
Tacoma, Washington	318,258	275,876	42,382	15.4
Tacoma	146,734	143,673	3,061	2.1
Outside central city	171,524	132,203	39,321	29.7
Tampa-St. Petersburg, Florida	760,660	409,143	351,517	85.9
Tampa	270,610	124,681	145,929	117.0
St. Petersburg	178,088	96,738	81,350	84.1
Outside central cities	311,962	187,724	124,238	66.2
Terre Haute, Indiana	107,654	105,160	2,494	2.4
Terre Haute	71,851	64,214	7,637	11.9
Outside central city	35,803	40,946	-5,143	-12.6
Toledo, Ohio	453,365	395,551	57,814	14.6
Toledo	315,643	303,616	12,027	4.0
Outside central city	137,722	91,935	45,787	49.8
Topeka, Kansas	140,486	105,418	35,068	33.3
Topeka	118,681	78,791	39,890	50.6
Outside central city	21,805	26,627	-4,822	-18.1
Trenton, New Jersey	265,766	229,781	35,985	15.7
Trenton	114,015	128,009	-13,994	-10.9
Outside central city	151,751	101,772	49,979	49.1
Tucson, Arizona	262,139	146,216	120,923	85.6
Tucson	210,016	45,454	164,562	362.0
Outside central city	52,123	45,762	-43,639	-45.6
Tulsa, Oklahoma	414,117	327,900	86,217	26.3
Tulsa	258,563	182,740	75,823	41.5
Outside central city	155,554	145,160	10,394	7.2
Utica-Rome, New York	328,255	284,262	43,993	15.5
Utica	99,262	101,531	-2,269	2.2
Rome	51,131	41,682	9,449	22.7
Outside central cities	177,862	141,049	36,813	26.1
Waco, Texas	148,336	130,194	18,142	13.9
Waco	96,776	84,706	12,070	14.2
Outside central city	51,560	45,488	6,072	13.3
Washington, D.C.-Maryland-Virginia	1,968,562	1,464,089	504,473	34.5
Washington	746,958	802,178	-55,220	-6.9
Outside central city	1,221,604	661,911	559,693	84.6
Waterbury, Connecticut	180,538	154,656	25,882	16.7
Waterbury	106,803	104,477	2,326	2.2
Outside central city	73,735	50,179	23,556	46.9
Waterloo, Iowa	121,575	100,448	21,127	21.0
Waterloo	71,042	65,198	5,844	9.0
Outside central city	50,533	35,250	15,283	43.4
West Palm Beach, Florida	224,537	114,688	109,849	95.8
West Palm Beach	55,539	43,162	12,377	28.7
Outside central city	168,998	71,526	97,472	136.3
Wheeling, West Virginia-Ohio	188,166	196,305	-8,139	-4.1
Wheeling	52,885	58,891	-6,006	-10.2
Outside central city	135,281	137,414	-2,133	-1.6
Wichita, Kansas	342,019	222,290	119,729	53.9
Wichita	254,262	168,279	85,983	51.1
Outside central city	87,757	54,011	33,746	62.2
Wichita Falls, Texas	124,783	98,493	26,290	26.7
Wichita Falls	103,204	68,042	35,162	51.7
Outside central city	21,579	30,451	-8,872	-29.1
Wilkes-Barre-Hazleton, Pennsylvania	346,506	392,241	-45,735	-11.7
Wilkes-Barre	61,971	76,826	-14,855	-19.3
Hazleton	31,454	35,491	-3,637	-10.2
Outside central cities	252,681	279,924	-27,243	-9.7
Wilmington, Delaware-New Jersey	363,527	268,387	95,140	35.4
Wilmington	94,262	110,356	-16,094	-14.6
Outside central city	269,265	158,031	111,234	70.4
Winston-Salem, North Carolina	188,229	146,135	42,094	28.8
Winston-Salem	110,446	87,811	22,635	25.8
Outside central city	77,783	58,324	19,459	33.4
Worcester, Massachusetts	322,748	303,037	19,711	6.5
Worcester	186,247	203,486	-17,239	-8.5
Outside central city	136,501	99,551	36,950	37.1
York, Pennsylvania	236,723	202,737	33,986	16.8
York	53,927	59,953	-6,026	-10.1
Outside central city	182,796	142,784	40,012	28.0
Youngstown-Warren, Ohio	507,062	416,544	90,518	21.7
Youngstown	165,709	168,330	-2,621	-1.6
Warren	59,269	49,856	9,413	18.9
Outside central cities	282,084	198,358	83,726	42.2

Along the Media Path

Chilton Publishing Co.'s *Electronic Industries* has presented a census of the electronic industry in the form of a 40,000 punch card "deck" to the University of Pennsylvania, Philadelphia. The university's Wharton School of Finance & Commerce will use the $150,000 "deck" to aid graduate and undergraduate students in obtaining information on the preparation of theses, to provide employe information, lists of products manufactured, marketing information, and to investigate sales potentials of 5,500 companies in the electronics industry.

• **WKNB**, Hartford, awarded a 14' runabout boat complete with a 25hp motor and camp trailer to the winner of its second Golden Key contest. During the contest, clues as to where the "key" was located were aired daily on all WKNB programs.

• Construction has been started on a new $750,000 suburban printing and publishing plant for the **Daily Kennebec Journal**, Augusta, Me. The building is slated for completion early next year.

• French decor greeted the more than 400 guests of **KDKA-TV**, Pittsburgh, at the station's annual local agency party. Name cards were printed in the form of miniature kiosks, containing the names (in French) of all of the station's local programs and personalities. A silver French wine taster's cup hung from the neck of each station executive greeting the guests. Entertainment included a boat race and water ski show.

• **Business Week** has published a research report containing some of the best read advertisements that have appeared in its pages during the preceding year, as measured by Daniel Starch & Staff. Additional information about the 28-page booklet, containing 103 page ads, may be obtained from John Watson, research manager, *Business Week*, 330 W. 42nd St., New York 36.

• **House & Home** reports that it has received favorable response from advertisers and agencies on its new policy of curbing the use of heavy-stock inserts. In addition to a heavy dollar premium for all inserts that exceed base weights, the magazine now requires that all advertisers submit a dummy of any insert on the intended stock.

• **Department of New Laurels:**

Flying had a cumulative gain of 41 pages of advertising for the first six months of 1960, a gain of 14% over the comparable period in 1959.

Advertising pages of **Popular Boating** for the first six months of 1960 increased 71.73 pages over the comparable 1959 period, for a total of 632.50 pages.

Business/Commercial Aviation carried 236 advertising pages in the first five months of 1960, an increase of 78 pages over the same period the previous year.

For the first half of this year **Look** had an estimated net paid average circulation of approximately 6,202,000, an increase of more than 500,000 (or 8.8%) over the same period in 1959.

McCall's recorded an alltime high advertising revenue of $14,305,000 for the first six months of 1960, a gain of 49.3% over the comparable 1959 period. #

Sharp Childs

CONTEST WINNER—*Jay M. Sharp, president of the Assn. of Industrial Advertisers, congratulates Frank Childs, assistant ad manager of the Philadelphia Quartz Co., upon his winning the grand prize in the Watson Publications' contest held at the 1960 AIA annual meeting in Washington. Mr. Childs won a railroad Pullman round trip for two to any part of the U. S., courtesy of Modern Railroads.*

The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING DEC. 31, 1959 **48,389**

HELP WANTED

LAYOUT ARTIST

We need an experienced layout man to work in a 17 man art department in a $12,000,000 + (and growing) agency. Must be able to handle all types of advertising layout. He must be creative, fast, and turn out a clean crisp professional job.

The agency, The Biddle Co., is located in Bloomington, Illinois—50,000 community. A great town for the family man who enjoys the peace and quiet of a small town. Insurance, profit sharing benefits.

Write sending resume and salary requirements to **Harold N. Bramble, The Biddle Co., 108 E. Market St., Bloomington, Illinois.**

ELECTROTYPE SALESMAN

Reliable Chicago Electrotype Producer has opening for salesman full or part-time. Agency or publication contacts desired. Liberal comm.

Box 3803, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PUBLIC RELATIONS ASSISTANT

National organization with headquarters in Owensboro, Kentucky, has vacancy on editorial staff for outstanding individual. Functions will include assisting in stockholder and employee communications programs, community and press relations, and special public relations projects. Position requires travel. Age 25-30. Require college degree, with professional writing experience. Send complete resume and salary requirements to: **Supervisor, Employment, P. O. Box 577, Owensboro, Kentucky.**

SPACE SALESMAN

To represent in Illinois; Indiana; Wisconsin; Minnesota; the leading trade publication serving the automotive chain store field and the fastest growing journals in the pleasure boating trade. Five figure base salary plus commission. Aggressive selling record in business papers important. Midwest office located Chicago. Send resume.

Box 3806, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

CIRCULATION GIRL

to handle subscription work in small office in western suburb of Chicago on two small ABC trade papers. Maintain own records, handle audits, oversee mailing house, schedule renewal efforts; also promotion if inclined. Some clerical help available but must be willing to do own when necessary. Combined lists under 10,000. Mature person preferred. Salary commensurate with experience. Write

Box 3807, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SPACE SALES REPRESENTATIVE

Chicago office Nat'l consumer magazine. Some experience necessary. Age 28-35. Salary plus incentive. Send personal and business resume, salary desired to

Box 3822, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MOLENE PERSONNEL SERVICE

publicity ..... editors
advg. manager ..... copywriters
artists .....media .....production .....sales
"All is grist which comes to our mill"
ANdover 3-4424, 105 W. Adams St., Chgo 3

ART DIRECTOR, Publication staff of 8-10. Excelt oppty for man 35-45 who can combine administrative creative talents. Must have had some supervisory exp. Salary approx. $8-9,000.

Box 3850, ADVERTISING AGE
630 Third Ave., New York 17, New York

HELP WANTED

WRITER

Are you a top-flight writer of the hard-sell school? Can you put words together in a way that sells, persuades and convinces a business audience? Does your writing style have pace, flair, punch, and conviction? Are you genuinely ambitious? Want to broaden your writing experience? Let's hear from you. Have creative staff opening with national organization majoring in sales promotion, sales training, business show and meeting activities. Variety of media and assignments. Excellent opportunity for real pro. Detroit location. Send resume. Replies confidential.

Box 3826, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SPACE SALESMAN

Expanding Chicago office of important general business magazine now seeking an articulate, industrious, enthusiastic young man residing in this area for new job immediately. Prefer College and Service background, sales and advertising experience. Salary, expenses, commission, profit-sharing, all benefits assure bright future and permanence in return for hard, intelligent, resultful sales effort in diversified, competitive market. Travel 50%. Write complete resume, requirements, in confidence.

Box 3827, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

CREATIVE INDUSTRIAL WRITER AND PRODUCTION ASSISTANT

Challenging opportunity for an imaginative industrial ad man who wants to break out of a rut and start up. $90,000,-000 electronic manufacturer needs someone to create and produce trade literature, catalogs and sales promotion materials for fast moving product lines. Work with sales, engineers, management and suppliers. Must have 3 to 5 years experience with industrial advertising department or agency. Opening with young, aggressive advertising department.

Box 3828, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING GALS
$484-$673

Are **you**, or do you know of, a woman who loves the business world, who can talk to janitors and bank presidents with equal ease—a woman who thinks she's worth $6-9000 (and knows she'll have to work to earn it)—a woman who dislikes clerical routine but loves a problem-solving, advising and creating? If **You** know such a person, please call us, see us, or send us a resume for consideration on one of Chicago's most exciting career opportunities for women. All replies confidential. **Miss Borchers, Room 214, 22 West Madison, Chicago. AN 3-0944.**

AAAA AGENCY ART DIRECTOR

wanted—must be experienced advertising man and creative artist. Salary, profit-sharing. Call or write **Paul Staedtler, ARTHUR TOWELL, INC., P.O.Box 104, Madison 1, Wis. Phone ALpine 6-2668.**

EDITORIAL Assistant with merchandising background for long established merchandising trade magazine; must have potential* editor qualifications; Jersey shore, 1 hour from New York

Box 3829, ADVERTISING AGE
630 Third Ave., New York 17, New York

EXECUTIVE & CLERICAL
EXPERIENCED & TRAINEE
Publishers Employment
469 E. Ohio St., Chicago SU 7-2255

HELP WANTED

PROMOTION MANAGER wanted with flair for unusual and different television sales and program promotions. Expanding TV station in pleasant, Southwestern climate. All replies confidential.

Box 27 R 781, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

PHOTO RETOUCHER

Position now open for experienced mechanical photo retoucher in well established midwest studio, serving both advertising agency and graphic arts. Excellent working conditions. Starting salary $6,240. Please write fully stating marital status, experience, etc. references.

Box 3848, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SOUTHWEST TV Station needs top-notch creative copy-writer for wide range of planning and writing assignments. TV or agency experience preferred. Send resume. Immediate opening.

Box 27 R 695, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

FREE LANCE ARTISTS (2)
Photo Retoucher—Layout/Lettering or Production

Modern, bright, air-conditioned space available to qualified artists on Nominal Rental basis. In return we will give right men some work. Young, aggressive Art and Sales Promotion Firm with National accounts. Call for appointment: **DEarborn 2-1977 (Chgo)**

POSITIONS WANTED

VERSATILE AD GAL AVAILABLE

All around experience gained in small agency on wide range of accounts could be especially valuable in a new operation. Small Near North organization preferred. Other Aces: trade association, P.R., publication promotion, radio experience.

Box 3845, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

COMBINATION OF TALENTS

Present versatile, industrial editor (29) with PR, Publication, Media background desires good AE, PR, or AM spot in Cleveland. **P.O.Box 2424, Cleveland, Ohio.**

MARKETING EXECUTIVE

The President just said, "you're fired" because. . . 1. You're a great salesman. 2. A terrific client-contact man. 3. A dynamic marketing man. Ten yrs. exp. in advertising agy. and co's in mktg, advertising and sales.

Box 3851, Advertising Age
630 Third Avenue, New York 17, New York

DO YOU HAVE A BEER OR SOFT-DRINK ACCOUNT?

Here is a man who can help you strengthen the sales position of your client. Has 19 years of sales, merchandising and advertising experience, with 2 national brewers. He knows all tricks of in-fighting in this tough competitive business. He knows and understands sales psychology of tavern keepers, delicatessen owners and chain store buyers. He can help put sell into campaigns and cement client relationship.

Box 3852, Advertising Age
630 Third Avenue, New York 17, New York

SEASONED PR TEAM AVAILBLE for all writing and public relations assignments. Crash programs welcomed. Corporate, financial, industrial and government accounts handled discreetly and efficiently. Call, write or wire **R. M. BARR, 420 LEXINGTON AVENUE, NEW YORK 17, MU-9-6468.**

Our 49th Year

SALES PROMOTION—media, TV, direct mail exp. $10-12,000
COPYWRITERS (male) 4-A agcy. agric., industrial 8,500-10,000
TV PRODUCER-WRITER—prefer man with some agcy. exp. to 10,000
SPACE SALESMEN (2) yg., trade, consumer pubs. Open
MANY MORE—MAIL RESUME

GLADER CORPORATION
110 S. Dearborn St., CHICAGO, ILL.
Phone: CEntral 6-5353

ADVERTISING

America's largest advertising placement agency. We offer coast-to-coast service.

ADVERTISING MANAGER **$20,000**
For large publisher of books. Capable writer and administrator. Expd. in direct mail and budget planning.

EDITOR **$15,000**
Solid writing-editing bkgd. Some newspaper preferred. Will edit food and farm magazines for Agency. Exceptional.

CREATIVE DIRECTOR **$16,000**
Agency accounts, mainly consumer. Effective writer with supv. bkgd. Unusual benefits.

MARKETING MANAGER **$18,000**
For Proprietary Drug and pharmaceutical Co. Requires adv., sales promotion and sales exp.

ART DIRECTOR **$15,000**
Top level Ad Agency requires board man with supervisory bkgd. Mainly food and consumer items.

COPYWRITER ..... **$ Open**
To age 35, know feed products. An idea man who can move merchandise rapidly.

ASST. TO AD MANAGER **$17,000**
Diplomatic, aggressive, administrator—a 'man-Friday' with consumer non-durables bkgd. for mfr.

Contact B. L. Clem

DRAKE PERSONNEL INC.
29 East Madison Bldg., Chicago 2, Ill.
Financial 6-8700

POSITIONS WANTED

1960 GRADUATE
B.F.A.—GRAPHIC DESIGN

Age 26; married; 2 yrs. military—hon. discharge. Schooling: Rhode Island School of Design—"A" student; Pres., Graphic Design Society, A.I.G.A., editor yearbook; student council. Nichols College, A.B.A., Bus. Adm.; student council, yearbook, college paper, football, lacrosse. Admiral Farragut Academy graduate—football, track. Have resume', portfolio, energy, ambition and, I believe, ability and strong potential.

Richard B. Shanklin, 159 Hamilton Blvd., Birmingham, Mich. Midwest 6-4752

FARM

Experienced at farming as well as at farm advertising. Copy-contact. Machinery, feed, fertilizer, buildings. College, 43, single.

Box 3830, ADVERTISING AGE
630 Third Ave., New York 17, New York

IF YOU were looking for a well-rounded Radio-TV Director or an Agency Film Producer, perhaps you'd expect him to be 30-35, his experience to include motion picture company training, former 4A Agency production with top clients, a sound visual sense, knowledge of phases and techniques to complete commercials. Such experience is available July 15th. Salary requirement reasonable.

Box 3831, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EDITOR, with lifetime experience in rewriting technical articles, will do free-lance writing and editing. Write

Box 3833, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

COPY

Farm, consumer, industrial. All media, including TV. Capability for copy chief or creative director. Better at doing than talking. Single, 43. AB degree.

Box 3832, ADVERTISING AGE
630 Third Ave., New York 17, New York

MEDICAL WRITER

A graduate veterinarian with a talent for writing, successful in practice and as a university teacher, seeks a career in advertising and/or public relations. Your pharmaceutical accounts can have the benefit of a medical man with a knack for putting words together to say things neatly and completely.

Box 3835, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

COPY-CONTACT

Machinery, consumer, services (typical general agency mix) Especially good at copy and plans. Idea man in all media. Single, 43, university.

Box 3834, ADVERTISING AGE
630 Third Ave., New York 17, New York

WRITER seeks career position in industrial publicity, adv. or sls prom. Commuting distance of NYC ONLY. Agency and comp. exp.

Box 3836, ADVERTISING AGE
630 Third Ave., New York 17, New York

EXPERIENCED ART BUYER

Can double as Art Dir. or Prod. Mgr. 12 yrs exp. in nat'l, retail, indust. adv. Handled ads, collateral, brochures, slides, package design, displays, etc., with world's largest merchandiser as a client.

Box 3837, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Young exec (31) capable of outstanding job as Adv. Mgr. or Product Mgr.

Box 3838, ADVERTISING AGE
630 Third Ave., New York 17, New York

BIRCH Personnel Service, Inc.

The Midwest's outstanding placement service for Adv. • Art & allied fields.

By appointment only
67 E. MADISON • SUITE 1418
CHICAGO 2, Ill.
CEntral 6-5670

TRAFFIC DEPARTMENT SUPERVISOR FOR MAJOR 4A AGENCY IN CHICAGO

THE POSITION: Complete and full responsibility for all agency traffic activities.

QUALIFICATIONS: Thorough agency traffic experience a must. Production experience valuable. Supervisory experience in traffic especially valuable.

DETAILS: Send your letter of application and salary requirements to: Box 258, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

POSITIONS WANTED

P.R. MAN ADMITS FEAR

of growing stale in hidebound atmosphere of giant corp. After 8 yrs. diversified public relations and advertising duties wants to shake loose and live again with vigorous, tradition-free, smaller company or agency. M.S. Journalism, 36, married, relocate, $15,000.

Box 3839, ADVERTISING AGE
630 Third Ave., New York 17, New York

ADV. & SLS. PROM. MGR.

Now with major Midwest mfgr. 11 years consumer & industrial exper. Adm. plans, budgets, creative. Packaging, paper, food products. Relocate. Family, 36, degree.

Box 3840, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

CREATE. . .

creative ad man with strong background in photography and art. Former editor of consumer photo magazine. Graduate of American Academy of Art.

Box 3849, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

REPRESENTATIVES WANTED

Space salesman—Trade magazine for master chefs and kitchen executives, national circulation, selective readership. Leads and direct mail promotion by publisher. Initiative, creative selling important. Commission. Write . . .

Box 3843, ADVERTISING AGE
630 Third Ave., New York 17, New York

PUBLISHERS REPRESENTATIVE

If you cover New York, Chicago, Boston, Pittsburgh, Detroit or Cleveland . . . If you or your firm can sell advertising for a trade magazine with only one competitor in a growth industry, we would like to hear from you at

Box 3846, ADVERTISING AGE
630 Third Ave., New York 17, New York

REPRESENTATIVES AVAILABLE

DETROIT BASED AD SPACE REP

requests inquiries from publishers. Top references.

Box 3841, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

AGENCY FILM PRODUCER AVAILABLE TO PRODUCE YOUR COMMERCIAL IN NEW YORK

May I produce your animated and live action commercials just as I have hundreds of others for major accounts and top agencies? I can help you: translate your clients copy platform into a professional shooting script; prepare a story-board that will help your client visualize the film you suggest for him; guide your film through production—through casting, shooting, completion, print requirements. Wire, write or call

Box 3842, ADVERTISING AGE
630 Third Ave., New York 17, New York

MIDWEST PUBLISHERS REP

Young, aggressive, established rep. seeks trade or industrial publication. Commission basis

Box 3847, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BUSINESS OPPORTUNITIES

UNIQUE MAGAZINE

. . . in music field seeks investor, buyer or merger. Has been acclaimed by music educators, musicians and devotees throughout U.S. Excellent potential for adequately financed individual or organization. Please specify your interest!

Box 3844, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MISCELLANEOUS

START A SIDELINE MAIL-ORDER BUSINESS!

See how—with free publicity in National Magazines! Details free. Write: **Simon Adv., Pelham, N.Y.**

SAVINGS & LOANS

Point-of-Sale Displays

Exclusive use in postal zone. Serving the Nation Since 1932. Agency commission. Write for full details. **Harlan L. Shattuck, 1481 South Gaylord, Denver 10, Colorado.**

ADVERTISING SALES PROMOTION MANAGER

Chicago cosmetic and toiletry manufacturer needs Advertising Sales Promotion Manager. Market research background would be helpful. Knowledge of coop advertising. Salary range $9,500-11,000.

Box 270, Advertising Age
200 E. Illinois St., Chicago 11, Illinois

IF YOU *KNOW* YOU ARE A SALESMAN . . . . . .

But you are tired of being a non-entity in your present organization, if you believe you are worth more money for your efforts than you are now getting, and/or if you are held down because of territory alignment or restrictive prospecting, then possibly our progressive firm is for you.

Ours is a genuinely fascinating business dealing with firms in all phases of the economy. We deal with only the President of these firms or the person responsible for their sales. We sell media that creates buying preference and builds a firm's identity (unlike any other media available).

Its advantages are many. The sales potential **IS** limited . . . . . but **ONLY** by **YOUR** willingness to work and your ability to impart to others your knowledge and belief in what you are selling!

First year income can be *reasonably* estimated at $12,500.00 - $14,000.00. There is no ceiling on your income, it is up to you!

The future? It's literally up to you. Also, as we grow, we'll need experienced management personnel. Again, that could be you!

Your inquiry will be held in strict confidence. Box 264, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

Advertising?
Be a Four-Millionaire!

Amass wealth — seize unique opportunity to influence an estimated *four million New Englanders* with over a billion dollars to burn this summer alone. How? Simply refer your product to WBZ-Radio. WBZ has the distinction of being the only single media buy which can possibly get to all the people there. Over hill and dale, up mountains and down valleys and all along the shore, scores of vacationers await the happy sound of WBZ music and news . . . and WBZ weather-traffic-and boating reports . . . before they recklessly spend their money. So be a devil. Let WBZ carry your message to their innocent ears.

ALBERT D. WILLIAMS

CHARLESTON, W. Va., June 21—Albert D. Williams, 64, an advertising salesman for the Newspaper Agency Corp., which conducts business for the *Charleston Gazette*, and owner of the Albert D. Williams Advertising Agency, suffered a heart attack June 13 and died soon after in Kanawha Valley Hospital.

Mr. Williams had been affiliated with the *Charleston Gazette* since 1932 and was to have retired in October. Before 1932, he was a partner in the Mays-Williams agency here.

JOHN A. MOLONEY

CHICAGO, June 21—John A. Moloney, 76, former merchandising manager of the *Chicago Daily News*, died June 19.

Mr. Moloney served the *News* from 1927 through 1938. He later was a representative in Chicago for the Thomas Publishing Co.

NOW! CONTEST PRIZES AS LOW AS 15¢ ON THE DOLLAR!

CONTESTS, UNLIMITED WRAPS UP A "PRIZE" PACKAGE AT 85% OFF LIST! OFFERS COMPLETE SERVICE FROM CONTEST IDEAS TO CONTEST COMPLETION!

Sure, it's important to line up the right prizes at the right prices for your next contest. That we do blindfolded.

But what about lining up all the details of your contest—the follow-through, if you will, that will make your contest effort more appealing, more effective, more profitable.

This we do, too, but with our eyes wide open. And we do it all:

Provide prizes*
Process entries
Legal approvals
Delivery of prizes
Obtain celebrities for drawing and judging winners
Original contest ideas
TV exposure

For full details on how to save time, money and your nerves, write today to:

Contests Unlimited, Inc.
Dept. 21
1780 Broadway, New York, N. Y. PL 7-9445

*A partial list of brands available as prizes: Westinghouse, American Motors, Admiral, Puritan Sportswear, Eastman-Kodak, Waterman Pen, Mitchell Reels, Pan-Am Airways, Arpege by Lanvin.

Chain STORE Sales

May

	May 1960	May 1959	% Gain or Loss	5 Months 1960	5 Months 1959	% Gain or Loss
FOOD CHAINS						
Colonial Stores	$ 34,565,013	$ 34,442,983	+ 0.4	$ 171,420,808	$ 169,624,908	+ 1.1
[b]Grand Union	45,968,462	45,785,578	+ 0.4	145,888,981	149,672,822	— 2.5
Jewel Tea	36,217,028	35,505,917	+ 2.0	180,224,933	174,258,957	+ 3.4
Kroger Company	147,087,589	147,094,333	—	718,281,409	724,445,866	— 0.9
National Tea	64,655,746	63,102,736	+ 2.5	321,661,118	311,154,327	+ 3.2
Safeway	189,135,749	178,472,759	+ 6.0	924,255,808	870,208,792	+ 6.2
Group Total	$ 517,629,587	$ 504,404,306	+ 2.6	$2,461,733,057	$2,399,365,672	+ 2.6
MAIL ORDER						
[c]Sears, Roebuck	354,824,502	364,900,631	— 2.8	1,290,456,434	1,240,446,403	+ 4.0
Spiegel	19,135,842	16,599,310	+15.3	88,752,115	80,003,773	+10.9
Ward, Montgomery	117,874,619	114,092,436	+ 3.3	389,818,686	374,061,530	+ 4.2
Group Total	$ 491,834,963	$ 495,592,377	— 0.8	$1,769,027,235	$1,694,511,706	+ 4.4
DRUG CHAINS						
Peoples	7,482,188	6,992,842	+ 7.0	36,607,712	33,230,769	+10.2
Walgreen	24,486,656	23,087,523	+ 6.1	121,187,202	110,525,380	+ 9.6
Group Total	$ 31,968,844	$ 30,080,365	+ 6.3	$ 157,794,914	$ 143,756,149	+ 9.8
VARIETY & MISCELLANEOUS						
[a]American Stores	70,648,967	66,286,316	+ 6.6	138,978,043	123,031,599	+13.6
Beck Shoe	4,940,794	4,911,988	+ 0.6	24,692,825	23,631,509	+ 4.5
[d]Bond Stores	6,276,722	6,959,382	— 9.8	73,043,573	73,020,148	—
‡[d]Diana Stores	3,924,467	3,578,333	+ 9.7	43,117,791	33,127,356	+30.2
Edison Bros.	11,536,640	11,658,511	— 1.0	52,781,888	47,876,409	+10.2
Fishman, M. H.	1,393,692	1,290,040	+ 8.0	5,862,204	5,011,453	+17.0
[e]Franklin Stores	3,630,414	3,889,484	— 6.7	41,457,197	39,978,232	+ 3.7
Gamble-Skogmo Stores	12,248,838	11,993,329	+ 2.1	55,369,856	52,019,122	+ 6.4
Grant, W. T.	39,099,415	39,079,835	+ 0.1	169,608,432	154,158,673	+10.0
[d]Grayson-Robinson Stores	5,010,273	5,298,749	— 5.4	53,674,391	46,546,564	+15.3
[c]Green, H. L.	9,741,905	10,736,118	— 9.3	37,662,300	38,418,794	— 2.0
[d]Hartfield Stores	1,875,900	1,920,910	— 2.3	7,287,789	6,823,994	+ 6.8
†Howard Stores	3,252,447	2,270,566	+43.2	15,804,091	9,874,633	+60.0
[c]Interstate Dept. Stores	7,591,611	7,580,146	+ 0.2	27,037,400	22,624,704	+19.5
Kinney, G. R.	7,248,000	7,338,000	— 1.2	33,562,000	29,138,000	+15.2
Kresge, S. S.	30,513,106	31,407,777	— 2.8	145,538,290	138,153,620	+ 5.3
Kress, S. H.	10,623,516	11,750,794	— 9.6	52,475,659	55,598,943	— 5.6
Lane Bryant Inc.	7,892,465	7,893,810	—	34,157,131	32,225,968	+ 6.0
[c]Lerner Stores	16,125,484	16,254,341	— 0.8	59,971,818	57,387,128	+ 4.5
McCrory-McLellan Stores	12,714,277	13,262,409	— 4.1	58,449,407	60,400,561	— 3.2
Melville Shoe	12,092,359	11,376,692	+ 6.3	59,984,943	52,042,377	+15.3
[c]Mercantile Stores	13,193,000	13,791,000	— 4.3	48,264,000	46,601,000	+ 3.6
[d]Miller-Wohl Co.	3,505,046	3,775,614	— 7.2	37,008,606	35,462,908	+ 4.4
Murphy, G. C.	18,583,616	19,629,177	— 5.3	84,827,977	78,973,359	+ 7.4
National Shirt Shops	1,580,503	1,798,673	—12.1	6,811,934	7,018,593	— 3.0
Neisner Bros.	5,774,311	5,667,819	+ 1.9	26,086,895	23,709,987	+10.0
Newberry, J. J.	18,670,933	17,854,840	+ 4.6	83,629,693	78,859,583	+ 6.0
[c]Penney, J. C.	104,244,552	110,060,571	— 5.3	392,768,966	384,525,746	+ 2.1
Rose's Stores	3,118,447	2,881,969	+ 8.2	12,895,505	11,642,721	+10.7
[b]Sterchi Bros.	1,696,424	1,949,703	—13.0	4,115,841	4,463,999	— 7.8
Western Auto	22,201,000	23,123,000	— 3.9	102,176,000	98,050,000	+ 4.2
White Stores	4,690,145	4,350,248	+ 7.8	20,159,036	18,738,873	+ 7.6
Woolworth, F. W.	73,987,670	69,501,831	+ 6.4	345,962,125	312,656,328	+10.6
Group Total	549,626,939	551,121,975	— 0.3	2,355,223,606	2,201,792,884	+ 7.0
Combined Total	1,591,0[illegible]333	1,581,199,923	+ 0.6	6,743,778,812	6,439,426,411	+ 4.7

[a]2 Months. [b]3 Months. [c]4 Months. [d]10 Months. [e]11 Months. †Results of the latest period include sales of Ripley Manufacturing Corp., acquired December 1959. ‡1960 figures include sales of R. H. Miller Inc., acquired August 1, 1959.

WALTER H. RILEY

RAMSEY, N. J., June 22—Walter H. Riley, 72, who had long been director of advertising and public relations of American Surety Co. when he retired last year, died yesterday in Valley Hospital, Ridgewood.

Mr. Riley was a past president of the Insurance Advertising Conference.

To National Advertisers

Which of New York's seven dailies is first in Used Car advertising and second in all Automotive advertising? The Mirror.
In three years The Mirror gained 10,000 readers among New Yorkers owning high-priced cars such as Cadillacs, Lincolns and Imperials. Get the cream of the mass market.

Make The Mirror a MUST!

JAMES LEONARD

COLUMBUS, O., June 21—James Leonard, 50, vp of Crosley Broadcasting Corp. and general manager of its WLW-C, tv station here, died in University Hospital here June 11.

A pioneer in the tv industry in central Ohio, Mr. Leonard had been general manager of WLW-C since its inception in April, 1949.

He was named vp of Crosley Broadcasting Corp., a subsidiary of Avco Corp., in 1952.

He joined the staff of WLW, Cincinnati radio station, in 1936, after serving as a producer and announcer while on the staff of WRUF, the University of Florida's station. In 1944, he was appointed program director of WSAI, Cincinnati, then under Crosley ownership, and remained there until joining WLW-C in 1949.

JOHN F. REEDER

GREENWICH, CONN., June 21—John F. Reeder, 57, a senior vp and director of Benton & Bowles, New York, and a former vp of Walt Disney Productions, died June 15 at Greenwich Hospital.

Mr. Reeder joined B&B in 1952, after seven years with the Disney organization.

HERBERT ZIMMERMANN

CHICAGO, June 21—Herbert F. Zimmermann, 47, office manager of Needham, Louis & Brorby, died June 19.

He served in the Chicago office of NL&B for almost 20 years, starting in the art department in 1941. He became office manager in 1947.

Frieda Hennock, Ex-FCC Exponent of Educational TV, Dies

WASHINGTON, June 21—Frieda B. Hennock, 55, former member of the Federal Communications Commission, died here June 19 following surgery for a brain tumor.

Miss Hennock established herself as a unique influence in the radio-tv industry soon after her appointment to the FCC by former President Harry S. Truman in 1948. At the end of her seven year term, President Eisenhower appointed Richard Mack to succeed her.

Her crusading was a decisive factor which induced the commission to earmark 257 tv channels for use by non-profit educational organizations. She played a pivotal role in FCC's decision to adopt, and then abandon, the CBS color tv system.

As an FCC member for seven years and as an attorney here since leaving the commission in 1955, she seized every opportunity to call attention to (1) what she regarded as monopolistic control of the media of mass communications and (2) to inaction by congressional committees responsible for legislation dealing with the regulation of radio-tv.

■ A woman's emotions sometimes showed through, despite her keen legal mind and trenchant phrases. During an appearance before one congressional group she openly wept at what she believed to be the failure of the FCC to adopt regulations to protect uhf tv stations, which were failing in large numbers.

At a time when FCC members got free color tv sets from RCA, Miss Hennock insisted on paying for the set that was installed in her home. But she defended her former FCC colleagues when they were criticized by House investigators for accepting favors from broadcasters. She told Dr. Bernard Schwartz, then counsel for the subcommittee on legislative oversight, "I can't imagine any of these commissioners being influenced by a tv set or a trip."

■ While she provided a sympathetic ear for almost every "underdog" group that came before FCC, Miss Hennock's deepest interest was educational tv, and her most substantial individual accomplishment was her victory in the struggle to earmark strategic channels for educational use.

"I was in the midst of most important work on the commission—educational tv—and was kicked off unceremoniously," she told congressmen. "Mr. Mack apparently was needed on the commission." #

JOHN W. ALICOATE

TENAFLY, N. J., June 22—John W. Alicoate, 70, president of *Radio-Television Daily*, died yesterday on his arrival at Englewood Hospital, reportedly of a coronary thrombosis. Mr. Alicoate was also co-publisher, with his brother Charles, of *Film Daily*. In addition, he edited the *Film Daily Year Book*.

Traffic World

is the weekly newsmagazine of transportation management* in every industry and in every mode of transportation

* the men who set transportation policies in their own organizations and collectively form the national transportation policy — industrial traffic managers, carrier executives, port authority traffic executives, public warehousemen, educators, government and military officials, transportation attorneys, chamber of commerce officials.

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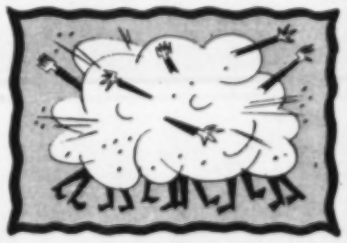

our schedule starts on SIX.

Must be nearly time for lunch.

More than a few advertisers have been pleasantly surprised by SIX's far-reaching effect. One reason is the program dominance we have maintained for 6 straight years. See your Weed TV man about it.

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"We feel deeply privileged to bring . . . political events to the American people . . ."

$6,000,000 Broadcast Package . . .

'Involved' Viewers, Low Cost Again Attract Westinghouse to Politics Show

PITTSBURGH, June 21—Starting July 10, Westinghouse Electric Corp., for the third successive time, will pick up the check for radio and television coverage for the political conventions and election night, a 123-day package show which dwarfs any other broadcast spectacular.

Why is Westinghouse willing to shell out $6,000,000 hard cash for the CBS-TV 1960 political package?

The answer given by Roger Bolin, Westinghouse director of advertising, is very simple: Because this package will deliver a mass of viewers intensely involved in the spectacle and highly receptive to whatever they see or hear.

"The people who will watch the conventions and the campaign shows through 123 days of mounting suspense are not going to be disinterested bystanders," he points out. "They'll take sides. This is real audience participation."

■ The success of Westinghouse's past sponsorship of the political campaigns weighed heavily in the company's decision to return to convention coverage in 1960, Mr. Bolin said. And three considerations were the foundation behind the decision to buy the package for the third time.

1. The newsy flavor of the package. "We're in a business in which news is an important factor. We are always making news with the kinds of products we are bringing out. The conventions and campaigns and election night, with their news flavor, are the right background against which to sell refrigerators and coffee-makers and air conditioners and Laundromats," Mr. Bolin commented.

2. Low cost. "We know we get more per dollar spent in advertising when it's off-beat,—unusual—out of the ordinary . . . Those '52 telecasts took Westinghouse farther and faster in public regard than anything we had ever done before. Suddenly that year we were the talk of the country. There were cartoons about Betty Furness getting a write-in vote for Vice-President. There were jokes. You cannot get that sort of attention and word-of-mouth advertising when you're doing just what everybody else does," according to Mr. Bolin (Westinghouse has revealed the cost-per-1,000 in '56 was $2.52 [AA, May 2]).

3. Good citizenship. "At Westinghouse we feel deeply privileged to bring this summer's and fall's political events to the American people . . . There is deep gratification in being involved in a great political drama that can contribute, we feel, so much to greater understanding and interest in government and all the rest."

■ Another two points in favor of the political show, Mr. Bolin pointed out, are the "believability" of the events—since what transpires are the actual news events as they take place—and the well-known newspaper lure: "Names," not just the big names but also "the delegate from Upper Ipswich sweating and mopping his forehead."

To merchandise its sponsorship of the conventions, Westinghouse has printed 216,000 copies of a promotional book which is in the form of a quiz on politics. It asks the reader to identify 24 top Democrats and 24 top Republicans. The books have been sent to stockholders, dealers and distributors, key apparatus customers, marketing personnel, national political leaders and community leaders in Westinghouse plant towns.

■ Mr. Bolin said that this year again Westinghouse will stick to its policy, established in 1952, of using only a fraction of the commercial time allowed. Exciting events, such as the fight between the Taft and Eisenhower forces in 1952, will not be interrupted by commercials. "We went for more than three hours and 20 minutes without a single commercial interruption," Mr. Bolin said.

The commercials, on the other hand, will be interrupted to return to the convention floor if anything important is about to happen. The CBS commentator will push a buzzer which will, if necessary, cut Betty Furness off the screen before she gets a chance to shut that refrigerator door.

■ All commercials will be live, with Betty Furness and Fred Davis a few steps away from Walter Cronkite, who will be commenting on the conventions for CBS.

The "live" angle will require Westinghouse to cart a great deal of equipment to Los Angeles and then to Chicago. This will include 30 models—such as a model of Grand Central City, New York's new office building (with Westinghouse elevators), atomic submarines, the atomic carrier Enterprise, an ultrasonic dishwasher, etc.—and 100 other smaller props. Eighteen people will go to both conventions for the commercials—five from Westinghouse and the remainder from the three agencies: Grey; Ketchum MacLeod & Grove and McCann.

There will be 30-minute preview shows of both conventions which will feature 90-second messages from the presidents of local electric utilities in from 100 to 200 areas. These messages, to be cut into the preview by stations, will have been arranged with the cooperation of the Edison Electric Institute.

Among farmers with incomes of $10,000 and up, what farm publication was ranked most helpful?
● Important basic facts revealed in new McCann-Erickson Study. READY SOON!
MIDWEST UNIT
Farm Papers
Nebraska Farmer
Wisconsin Agriculturist
Prairie Farmer
Wallaces Farmer
The Farmer

TV HAS GOOD EFFECT ON POLITICS, PROFS SAY

PITTSBURGH, June 21—Teachers of political science are generally in agreement that television coverage of political conventions and election activities has a beneficial effect on politics in the U.S.

This was reported by Ketchum, MacLeod & Grove, which conducted a study for Westinghouse Electric Corp., sponsor of the political radio-tv package on CBS this year.

The teachers—heads of university political science departments—said, however, that there is room for improvement in many areas.

"In the main, these areas are essentially related to matters of fuller explanation, and deeper penetration beyond the superficial that is, of course, generally more accessible to tv camera and commentator," said C. Dorsey Forrest, director of the research department at Ketchum, MacLeod.

Other highlights of the report:

- "While most professors indicated that voters are more critical of candidates than before tv, they are also pretty well agreed that the criticism centers upon appearance and performance, rather than upon issues."
- "Professional direction of candidates is generally regarded as of minor importance so long as it confines itself to the performance, and not to policy or ideas."
- "Most of the professors feel that the major conduct and strategy changes in campaigns are, respectively: More effort to present a good impression, and more concentration on mass speeches (on tv) in place of 'whistle stop' personal campaigning. Cost of television is recognized as the cause of the latter."
- "Whether student respect for our democratic processes has been increased seems to be a question to which answers were more evenly divided than most. If anything, there is a bit heavier weight on the side of decreasing student respect."

News Context Better for Candidate Than Paid Time: Mickelson

NEW YORK, June 21—A recommendation that political candidates use less paid advertising on television and make greater use of free news coverage has come from Sig Mickelson, president of CBS News.

In paid time, he said, the voter sees the candidate as a performer. "I have a strong feeling that the voter pays greater attention to what he sees of the candidate in the more natural environment" of a news broadcast, he added.

Mr. Mickelson's remarks are contained in a chapter he wrote for the book "Politics U.S.A.," a collection of works by authorities on various aspects of politics, edited by James M. Cannon, national affairs editor of *Newsweek*.

He also noted that since television is available to and used by both parties, "I feel tv has done little to change the actual course of elections. By and large, people seem to be voting just about the way they did in the pre-television era."

■ Speaking of the value of news programs in paid time, Mr. Mickelson noted that paid political programs usually pre-empt entertainment programs, running the risk of creating an unfavorable attitude on the part of the viewers.

"Lest I seem to be depriving advertising agencies of their 15% on political business, and networks and stations of any revenue which they might derive from politicals, let me say that I am not advocating the abolition of the paid political speech," he added. "These performances frequently are an essential part of the campaign.

"What I am suggesting is that the candidate and his managers recognize the importance of television's news coverage, including 'hard' news, news documentaries and news interviews." #

Rose-Martin Adds Restaurants

The Longchamps and Luchow's restaurant chain has appointed Rose-Martin, New York, to handle its advertising. Rose-Martin had the Longchamps account from 1920-1947. The most recent agency is Guth, Francis & Richards, which last week announced its resignation. The account reportedly bills about $100,000.

PHOTO BY LIFE STAFF PHOTOGRAPHER NINA LEEN.

"To me, LIFE is the mood of a week—enchantment mixed with excitement." Only LIFE is so many things to so many people. Something special to each one.

LIFE

Nina Leen, long time LIFE staffer, has 45 covers to her credit. She chose this one picture to sum up what she feels is LIFE's greatest ability: "to reflect the mood of the week."

THE CHRONICLE MEANS THE WEST

Represented by Sawyer Ferguson Walker